FEBRUARY 18, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

limericks not after Lear...

in which WOR mentions such subjects as: Its area's percent of the nation's food sales; number of farms in its territory compared with the state of Indiana, and other things both pertinent and delightful

a young lady named Ella MacLeary,
who's timebuyer for Decker & Deary,
was rather amazed
when the gay fact was raised,
that our food sales are 3-billion yearly.

a tall man who came from Peru
called us to ask what was new.
said we, in a manner,
"Now, take Indiana—
we have half that state's farms for you."

there was a young man of Leonia
who collected the flower begonia
said he, "The real pretties
are in your 16 great cities,
and that's not a fact to bemoania."

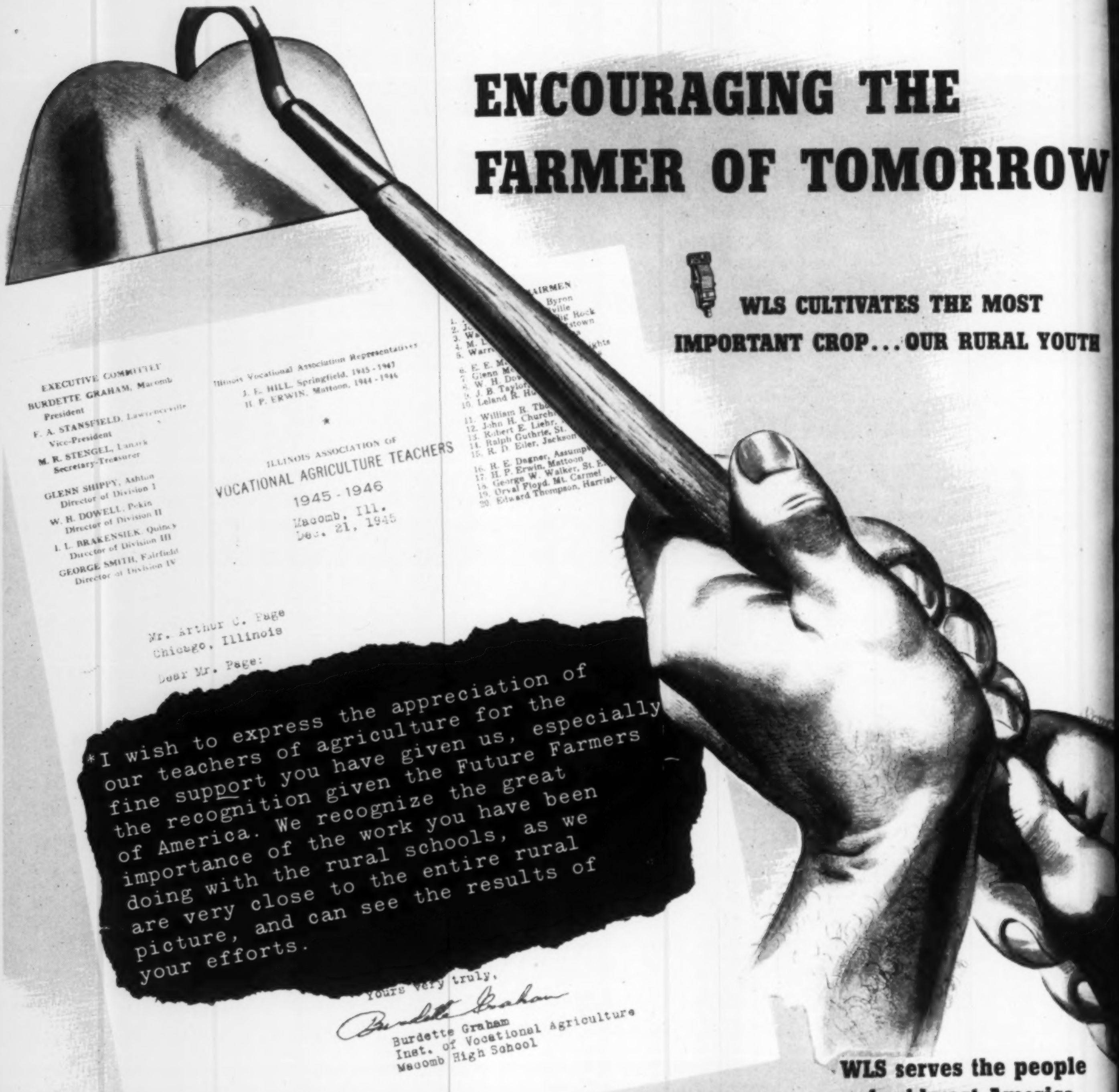
an indolent lady of Arrel,
who wrote to us on an old barrel,
asked, "Is it quite true
that your listeners do
buy one-quarter
the nation's apparel?"

WOR—*that power-full station at 1440 Broadway, in New York*

MUTUAL

ENCOURAGING THE FARMER OF TOMORROW

WLS CULTIVATES THE MOST IMPORTANT CROP . . . OUR RURAL YOUTH



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1945 - 1946

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1. Byron
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18. George W. Walker, St. E
19. Orval Floyd, Mt. Carmel
20. Edward Thompson, Harrisb

Macomb, Ill.
Dec. 21, 1945

Mr. Arthur C. Page
Chicago, Illinois

Dear Mr. Page:

*I wish to express the appreciation of our teachers of agriculture for the fine support you have given us, especially the recognition given the Future Farmers of America. We recognize the great importance of the work you have been doing with the rural schools, as we are very close to the entire rural picture, and can see the results of your efforts.

Yours very truly,

Burdette Graham

Burdette Graham
Inst. of Vocational Agriculture
Macomb High School

WLS serves the people of midwest America

** One of many similar letters in our WLS service files, this one from Burdette Graham, President, Executive Committee, Illinois Association of Vocational Agriculture Teachers.*

A Clear Channel Station

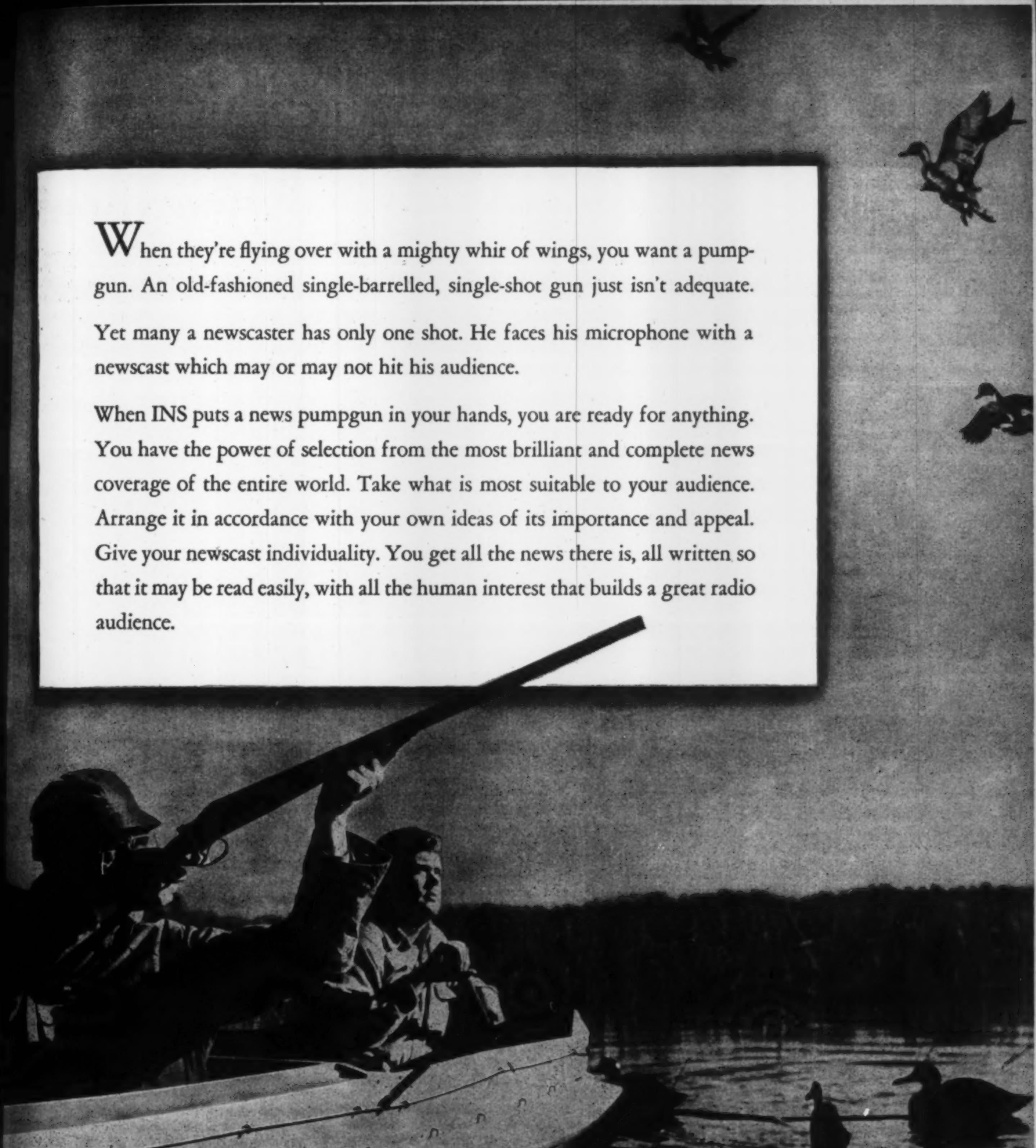
WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with **KOY** Phoenix, and the ARIZONA NETWORK — **KOY** Phoenix **KTUC** Tucson **KSUN** Bisbee-Lowell-Douglas



When they're flying over with a mighty whir of wings, you want a pumpgun. An old-fashioned single-barrelled, single-shot gun just isn't adequate.

Yet many a newscaster has only one shot. He faces his microphone with a newscast which may or may not hit his audience.

When INS puts a news pumpgun in your hands, you are ready for anything. You have the power of selection from the most brilliant and complete news coverage of the entire world. Take what is most suitable to your audience. Arrange it in accordance with your own ideas of its importance and appeal. Give your newscast individuality. You get all the news there is, all written so that it may be read easily, with all the human interest that builds a great radio audience.

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline

Closed Circuit

BECAUSE FCC hasn't yet turned down station transfer on price factor alone, approval of sale of WFIL Philadelphia by Lit Bros., dept. store, to Triangle Publications Inc., which publishes *Philadelphia Inquirer*, for record figure (for regional) of $1,900,000, can be expected forthwith. Roger W. Clipp remains as general manager.

FROM CLOSED CIRCUIT Nov. 19, 1945: "If Ex-Senator D. Worth Clark, of Idaho, is appointed Secretary of the Interior early next year (and prospects are better than even), radio for first time will have an ownership voice on Cabinet. Sen. Clark, close friend of President Truman, owns 10% of KJBS San Francisco." Events last week may still bring this result.

AND WHAT about old Curmudgeon's future? He turns a phrase as neatly as anyone in public life and at least two networks have eyes on him as possible commentator. It is known that Ickes will take bid if money is right. One talent agent has offered $1,000 a week for 15-minute show as option proposition.

MUTUAL HOPES to obtain first exclusive broadcast rights to famed Memorial Day auto races at Indianapolis Speedway. A. A. Schecter, MBS special events director, is negotiating for air rights to races which resume after being discontinued during war. Nationally-known advertiser reported interested in sponsorship.

ALTHOUGH no new appointment is expected to FCC to fill new OPA Administrator Paul Porter's post, there likely will be FCC reappointment soon. It's practically certain (if anything political ever is) that Commissioner Paul A. Walker, only charter member (since 1934) will be reappointed for seven-year term when his present tenure expires June 30.

AMONG unfinished business at FCC is that ponderous report on station programming in connection with license renewals. Chairman Porter had been spending his spare moments redrafting document. It can come anytime now and probably will take healthy whack at purported paucity of "public service" programs unsponsored.

NEWCOMERS to radio may wonder about gimmick in revived crusade of John B. Haggerty's printing unions for a franchise tax for all radio (see this issue). Before the war this was a perennial, with all shades of purported labor leadership moving in with many variations of plans to "fix" things.

"EXCLUSIVITY" term coined by FCC in connection with network-affiliation contracts, is about to pop into news again. FCC lawyers figure they should dissect regional network contracts in that regard and Don Lee, largest of secondaries saturating West Coast, is about to be queried—probably at hearing—on whys and wherefores of its agreements with some

(*Continued on page 102*)

Upcoming

Feb. 18: Continuation of Second North American Regional Broadcasting Conference, FCC Hqs., Washington.

Feb. 20: Assn. for Education by Radio, Washington Chapter, 8 p.m., Interior Dept. Radio Studios.

Feb. 21: House of Representatives to debate Lea Bill curbing AFM.

March 11: FCC Hearings in Boston before Comr. Durr on FM applications.

March 11: FCC Hearings in Washington on FM applications.

Bulletins

CONFERENCES between officials of NABET and National Federation of Telephone Workers, looking toward "cooperation" in strikes, were reported Friday. NABET has 1200 members in radio engineering field—and about 15 of estimated 51 NFTW member organizations, according to Labor Dept., have filed strike notices expiring by March 1. Joseph A. Beirne, head of NFTW, and A. T. Powley, head of NABET, among principals in conferences between two independent unions.

PREDICTION that labor unions will establish radio stations "in every large industrial section of the country" was made Friday by Len De Caux, public relations director of CIO, following issuance by FCC of three FM grants to unions (see story page 101).

THREE FM APPLICATIONS

THREE FM applications accepted for filing Friday by the FCC were: Lewistown Broadcasting Co., Lewistown, Pa.; Charleston Broadcasting Co., Clarksburg, W. Va.; Eastern Carolina Broadcasting Co. Inc., Goldsboro, N. C. Tendered for filing were three standard applications from Twin City Broadcasting Co., Augusta, Me., for 1340 kc, 250 w, unlimited; Oneida Broadcasting Co., Rhinelander, Wis., for 1240 kc, 250 w, unlimited; Radio Television Corp., Medford, Ore., for 1270 kc, 5 kw, directional antenna night, unlimited.

URGES UNO STATIONS HERE

PROPOSAL that UNO establish in the United States mediumwave radio stations which observers felt might well compete with U. S. commercial stations was made last week to United Nations Assembly in London by Britain's Attorney General, Sir Hartley Shawcross. Arthur Feldman, ABC correspondent in London, reported that Sir Hartley based his proposal on supposition that radio in any nation, whether state-controlled or free, tended inevitably to inject national viewpoint into broadcasts. Sir Hartley urged UNO Assembly to establish shortwave stations in U. S. to broadcast UNO news to foreign points and mediumwave stations to keep America informed of UNO progress.

Business Briefly

CONSOLIDATED DISCS ● Consolidated Drug Trade Products, Chicago, on Feb. 25 starts transcribed *Bob Elson on the Century* on WOR New York, Monday through Friday, 6:15-6:30 p.m. Series running 52 weeks for Kranks Shave Kreem, placed by Arthur Meyerhoff & Co., Chicago.

PHONE FIRM NAMES ● Chesapeake & Potomac Telephone Cos., Washington, appoint N. W. Ayer & Son, New York. Companies will continue spot radio campaign.

REYNOLDS PEN PLAN ● Reynolds Metal Co., La Grange, Ill. (Aluminum Products Co., subsidiary), plans to expand advertising to include radio. Schedule in discussion stage. Agency, J. Walter Thompson Co., New York.

ICE REVUE SPOTS ● Sonja Henie Ice Palace Inc., Westwood, Cal., in 19-day campaign ending Feb. 21, to promote *Hollywood Ice Revue*, using 90 spot announcements daily on 12 Los Angeles area stations. Agency, Milton Weinberg Adv. Co., Los Angeles.

BENDIX SHIFT ● Bendix Home Appliances Inc., South Bend, formerly handled by Ruthrauff & Ryan, Chicago, appoints Tatham Laird Inc., new Chicago agency, effective March 1. Bendix started $3,000,000 drive last fall.

NARBA IMPASSE PORTENDS U. S.-CUBA BATTLE FOR BROADCAST FREQUENCIES

(*See Earlier Story Page 17*)

BATTLE LINES for possible frequency war in North American Region were all but drawn late Friday as Second North American Regional Broadcasting Conference in Washington reached deadlock in seeking to resolve Cuba's demands for use of 12 Class I-A clear channels and increased power on 8 regionals.

FCC Commissioner E. K. Jett, Conference chairman and head of U. S. Delegation, said Cuba's proposal would deprive many millions of U. S. citizens, dependent on skywave signals, of broadcast service. As demands stand U. S. can't support them, he said. Dr. Luis Machado of Cuba said Cubans felt new demands were absolute minimum requirements to give service to Cuban people.

Canada refused Cuba's proposals on 69 740, 860 and 730 kc. The Bahamas refused t relinquish 640 kc to Cuba. Dominican Republi wouldn't accept Cuba's proposal for 950 k Mexico wouldn't accept anything without fu ther study.

Chairman Jett called executive session of del gation chairmen for Saturday. He announc U. S. would propose four-man engineering pe manent committee—one each from Cuba, Ca ada, Mexico and U. S. with view to helpi solve interference problems. All nations agre to this proposal, despite Cuban provok rupture.

More power to US . . .

(MORE OPPORTUNITY TO YOU!)

Our Voice is changing. Last week the FCC authorized The Voice of Washington to construct a new transmitter at a new location and to increase power to 5000 watts. Construction of our new ultra-modern transmitter has already begun, and within an estimated sixty days WOL will be on the air with its new 5 kw voice. Speaking, of course, not only to the 1,250,000 persons within the Washington metropolitan area but to many thousands of new listeners in a new primary area extending 'way out into prosperous populous areas of Maryland and Virginia.

What the new transmitter, the new location and the power increase mean to *us* is clear: the opportunity to make new friends and consolidate old friendships . . . to beam our improved programs (already setting the pace in metropolitan Washington!) to many more listeners who spend many market dollars on radio-advertised products.

What the new power means to YOU should be equally clear. When you consider Washington, consider the unique sixty-day opportunity *only* WOL can offer: *program sponsorship with 5000-watt coverage at protected 1000-watt rates.* Better check with Katz immediately.

A Cowles Station

BASIC MUTUAL

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by The Katz Agency, Inc.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

MORE PEOPLE

Yes, there are more people—more people in the four counties in the immediate Omaha-Council Bluffs area than in three times as many counties in any other section of Nebraska or western Iowa.

That makes this first big Nebraska metropolitan market a "must" and you can blanket it most effectively by using KOIL.

Why? Because KOIL is programmed directly for this metropolitan market alone—not half city, half farm. ABC programs plus top flight local news and special programs make for solid listening and solid results per advertising dollar.

REPRESENTED BY
EDWARD PETRY CO., INC.

GORDON GRAY
VICE PRESIDENT AND GENERAL MANAGER

KOIL

5000 WATTS

1290 K.C.

Basic ABC IN Omaha

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

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BERNARD PLATT, *Circulation Manager*

David L. Ackerman, Dorothy Young, Herbert Hadley, Leslie Helm.

NEW YORK BUREAU

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard. *GL*adstone 7353.
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

A 50,000 Watt Whistle!

Meet Freckles—"best friend" of a friend of ours. On December 7th Freckles got lost in a neighboring town about 30 miles east of Shreveport.

If you've ever known the unwavering devotion of a faithful dog you can understand how his owner felt. He was completely upset about it and asked if we would help him locate the pup. We told him we'd try.

We put on one spot, at 10:25 AM. Twenty minutes later we received a long distance call telling us Freckles was in friendly hands.

Now, finding lost dogs is not a major part of our business, but . . . this is a good example of the kind of results our friends and clients have learned to expect from KWKH.

This 50,000 watt "whistle," heard throughout the rich Ark-La-Tex area, is blowing twenty hours a day. It finds lost pets, but it finds buyers equally as well. Include KWKH in this year's budget and let us "whistle" up customers for your clients.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS

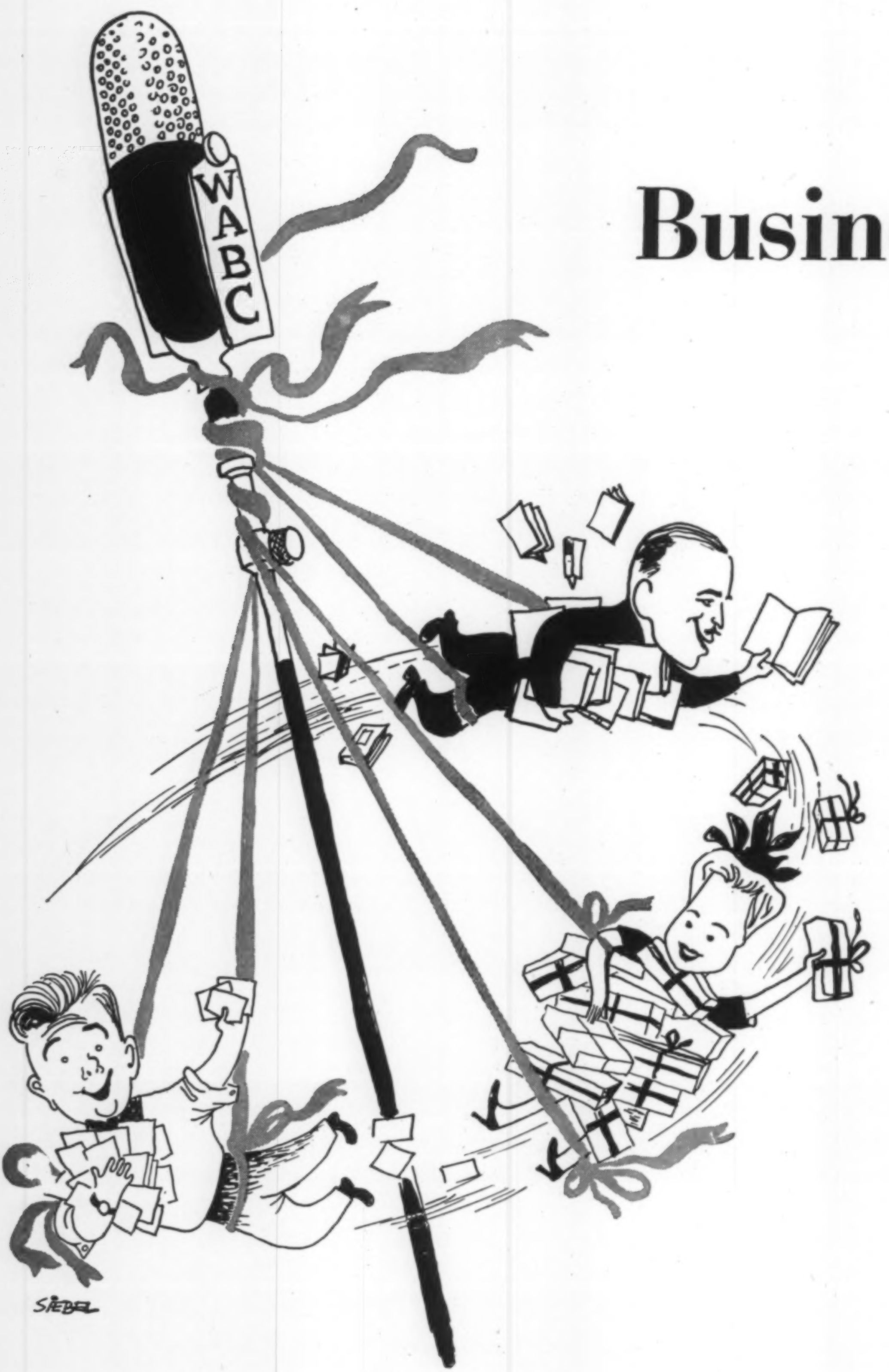
KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.


WABC
SIEBEL

Business

ss is *pleasure!*

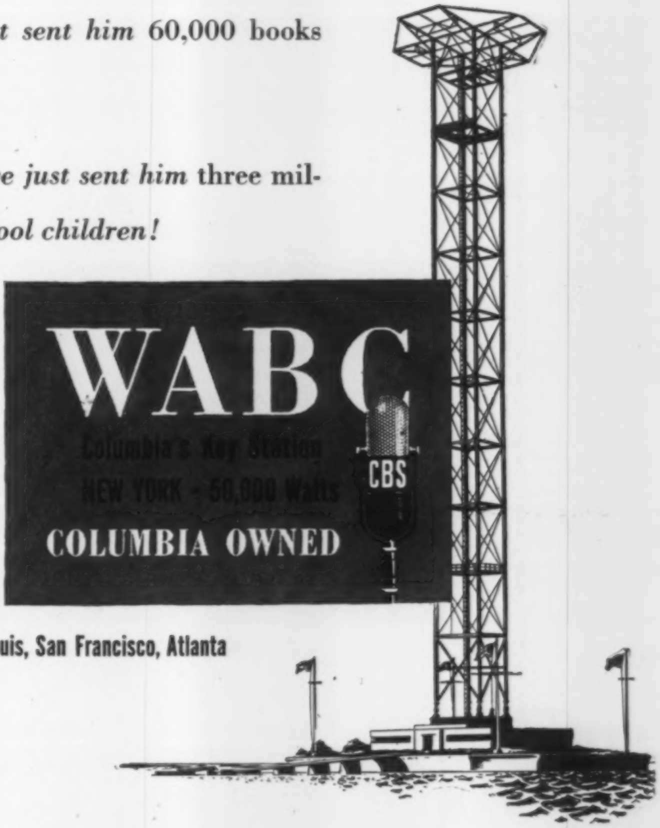
WABC is in the radio business—not the gift, the book, or the Christmas card business. But it could be. Because...

1. **MARGARET ARLEN'S** *listeners have just sent her* half-a-million gifts *for returning servicemen and women!*

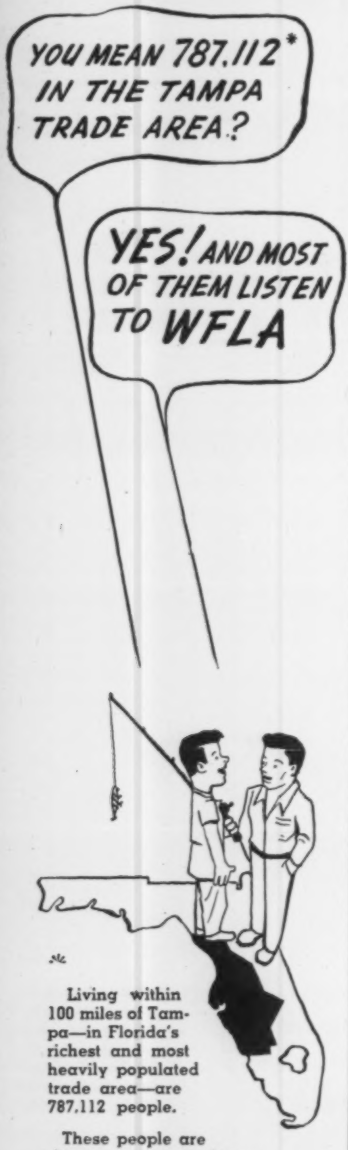
2. **PHIL COOK'S** *listeners have just sent him* 60,000 books *for New York's hospitals!*

3. **ARTHUR GODFREY'S** *listeners have just sent him* three million Christmas cards *for rural school children!*

WABC knows radio's business. Knows how to make radio *work*—for its community, as well as its sponsors.



Represented by Radio Sales, The SPOT Broadcasting Division of CBS: New York, Chicago, Los Angeles, St. Louis, San Francisco, Atlanta


YOU MEAN 787.112* IN THE TAMPA TRADE AREA?
YES! AND MOST OF THEM LISTEN TO WFLA

Living within 100 miles of Tampa—in Florida's richest and most heavily populated trade area—are 787.112 people.

These people are citrus growers, packers, processors and canners, farmers, industrial workers, cattle raisers, business men and women with steady jobs. They represent a current and potential buying power which is just beginning to be understood and appreciated. WFLA covers the heart of this expanding, year-'round market. Day and night WFLA is the most-listened-to station in the Tampa-St. Petersburg area.

5000 WATTS
DAY AND NIGHT

WFLA
The Tampa Tribune Station
TAMPA
NBC
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

Feature of the Week

THE IDEA for an international Peace Day is growing into a major project for KQV Pittsburgh. When Ben Edson, account executive, read Maj. George Fielding Eliot's column advocating support of an international holiday when all the nations would re-pledge themselves to peace, he suggested that KQV promote the plan.

G. W. (Pete) Wasser, KQV vice president, okayed the idea and agreed to give $200 in prizes. That $200 has now become $1,000.

Mr. Edson has received complete cooperation from the Boston organization sponsoring the movement, the "Committee for Peace Day in the United Nations." Through its secretary, Dwight Strong, the committee appointed KQV as a test station in the development of radio plans that may be offered other stations.

The station offers $1,000 in 44 awards for the best letters of 100 words or less, completing the thought, "I advocate an International Peace Day because . . ." After judging, all letters will be forwarded to the United Nations Council for its April meeting. Judges include the Mayor of Pittsburgh, three college presidents, the heads of the city and county school systems, prominent business and labor executives and Maj. George Fielding Eliot.

Dr. Gregg and Ben Edson

Dr. Robert C. Gregg, president of the Pittsburgh branch of the Foreign Policy Assn., joined hands with the KQV staff in supporting the plan. All schools in Allegheny County are participating in the contest. Schools are promoting special lesson plans and studies built around "Peace Day." The best letter from each classroom will receive a certificate of merit.

Competition begins on Feb. 22, appropriately Washington's Birthday, and ends March 3. Expression of opinions by congressmen and returning members of United Nations Council are being transcribed and will be used throughout the period. Awards will be made March 26 at Soldiers and Sailors Memorial Hall, with Maj. Eliot as guest speaker.

Sellers of Sales

AT 32, Edna Zimmerman, a calm, unflustered brunette who buys time for Raymond Spector Co., New York, looks less like a hard-bargaining Manhattan executive than a patient, if unusually pretty, midwestern school teacher.

This impression can be shockingly misleading, as many a New York radio salesman has belatedly learned.

Miss Zimmerman's placid, yet attractive, exterior conceals a remarkably determined core, a quality of character amply demonstrated by her ascension to the position of time and space buyer for a leading agency a year ago when she was all of 31.

Her arrival at Raymond Spector Co. was well calculated beforehand, although the route she followed to get there is not commonly prescribed for earnest young people whose objective is agency timebuying. For 12 years she sold talent and package shows to agencies, but in the course of that experience it occurred to her that "the other side of the fence was the place to be."

Miss Zimmerman, who is not one to be kept from a greener pasture by a fence of any dimensions, was browsing happily at the Spector agency by April 1, 1943. Her first assignment was assistant time and space buyer the "assistant" was removed from her title in February 1945.

EDNA

A native of Manhattan (she was born Oct. 2, 1914), Miss Zimmerman has found her fortune in her own backyard. Except for occasional excursions into the hinterlands for vacations, she has lived, attended school and worked in New York exclusively.

She was graduated from New York's Julia Richman High School for Girls in 1929. While attending high school she developed an interest in theatricals which persists, with slightly lessened intensity, to this day. Her fascination for the

(*Continued on page 85*)

OUR LISTENERS WASH THEIR OWN CLOTHES

Our listeners are the little people wh are typical of those who've mad America great. They have big familie No maid buys their soap chips or bead or flakes. Mother buys them. And Mother handles the family wash . . . and she wants a washing machine.

If you have laundry soaps . . . o washing machines to sell . . . tell it t the families who listen to WWDC . . . the sales result station in Washington.

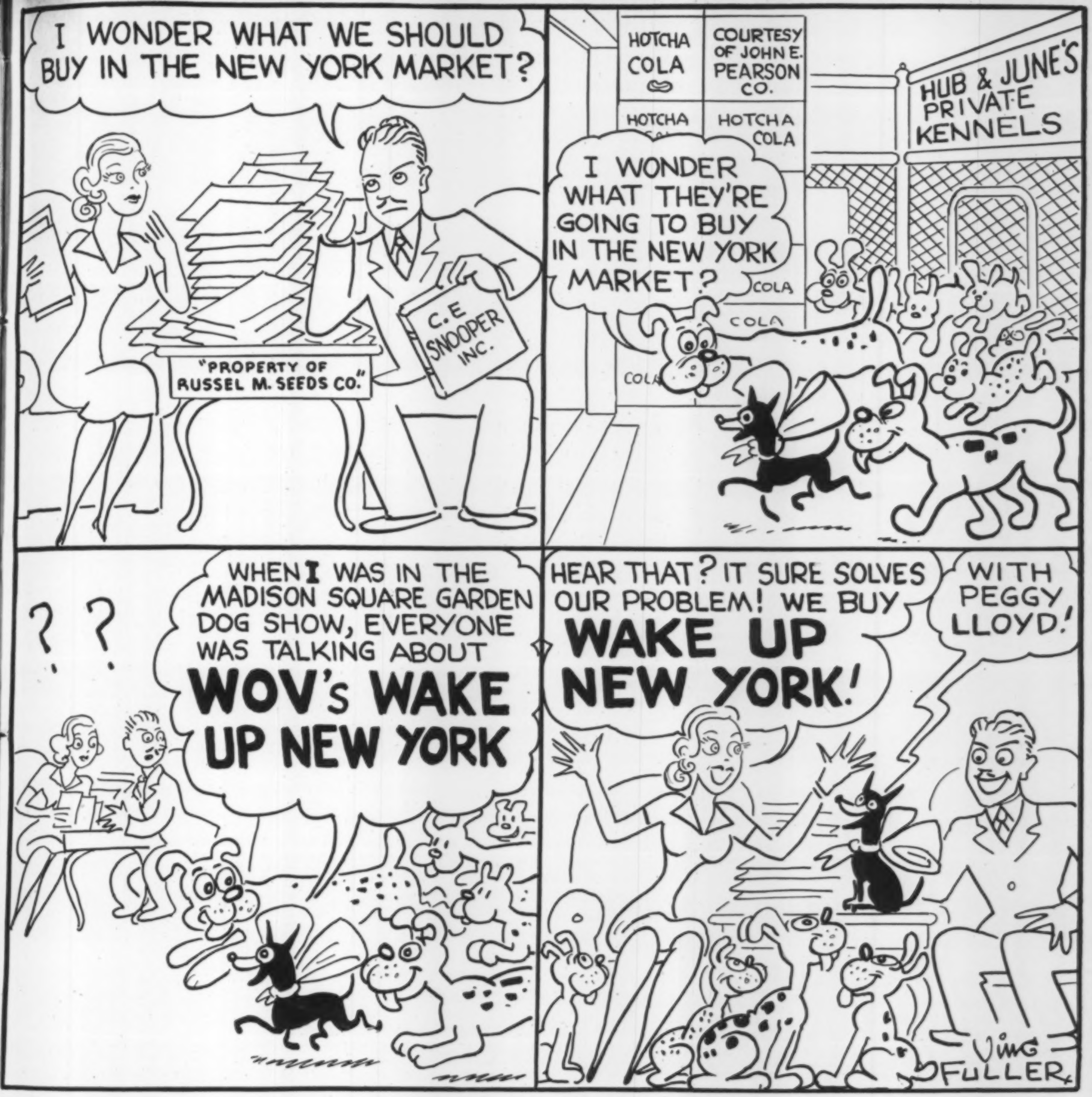
53,000
WASHING MACHINES
NEEDED IN D. C.

The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J., say this about peacetime prospects for Washington, D. C.—"Consumer demand for washing machines is reported at 53,000 in the first postwar year, an increase from 10,300 (500%) over the average annual sales between 1929 and 1931."

You'll reach them with WWDC!

WWDC
the big sales result
station in Washington, D. C.

represented nationally by
WEED & COMPANY


I WONDER WHAT WE SHOULD BUY IN THE NEW YORK MARKET?
"PROPERTY OF RUSSEL M. SEEDS CO."
C.E SNOOPER INC.
HOTCHA COLA
COURTESY OF JOHN E. PEARSON CO.
HOTCHA COLA
HOTCHA COLA
HUB & JUNE'S PRIVATE KENNELS
I WONDER WHAT THEY'RE GOING TO BUY IN THE NEW YORK MARKET?
COLA
COLA
COLA
? ?
WHEN I WAS IN THE MADISON SQUARE GARDEN DOG SHOW, EVERYONE WAS TALKING ABOUT WOV's WAKE UP NEW YORK
HEAR THAT? IT SURE SOLVES OUR PROBLEM! WE BUY WAKE UP NEW YORK!
WITH PEGGY LLOYD!
VING FULLER

"Wake Up New York" is a carefully planned show that rates high among early morning programs. From 7:00 to 8:30 every weekday morning, it is doing a great job for participating sponsors. A few spots are available.

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Louis G. Cowan, *in association with*

Alfred L. Hollender, John Lewellen and Joseph W. Bailey

announces the formation of

Louis G. Cowan, Inc.

Radio Production

Transcriptions

16mm. Films

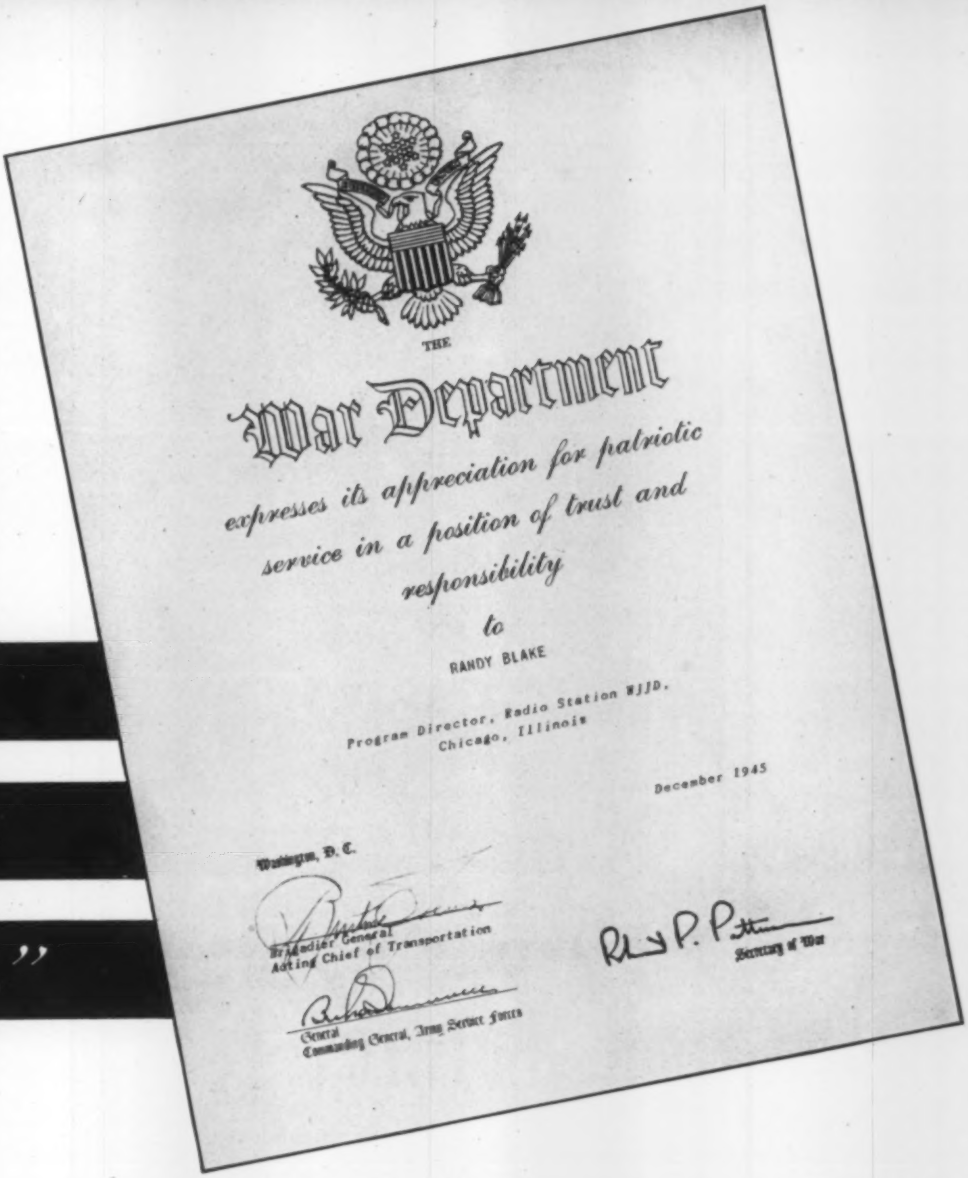
New York

Chicago

"... For

Patriotic

Service ..."



THE

War Department

expresses its appreciation for patriotic
service in a position of trust and
responsibility

to

RANDY BLAKE

Program Director, Radio Station WJJD,
Chicago, Illinois

December 1945

Washington, D. C.

Brigadier General
Acting Chief of Transportation

General
Commanding General, Army Service Forces

Secretary of War

All of us at the *New* WJJD are deeply honored that the War Department has cited Randy Blake, our Program Director, with the Certificate of Appreciation, the highest award it can confer upon a civilian! During the war years, Randy Blake has built more than 35 individual programs heard originally over the *New* WJJD and later, upon the War Department's request, rebroadcast widely throughout the nation. Though the war is over, the need for such public interest programs is not ended. The *New* WJJD renews its pledge to live up to the policy that consistently, year in and year out, makes Public Interest a Feature.

THE NEW
WJJD
CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVIC

PRESIDENT

Four years, Amherst College
Three years, Chicago Tribune
Free & Peters since August, 1932

Why, sure — it's

H. PRESTON PETERS!

Despite that unseamed face and youthful manner, our own Pete Peters has jammed more experience into his years than almost anyone we know. From cub salesman to President of F&P is just one example, for instance — and still left time to become Manager of OWI Activities in the Pacific and Far East, for fifteen months during the War, with personal missions to London, Cairo, Naples, Paris and Athens, as well as to the India-Burma and Chinese theatres of operations! What's more, as one of our earliest associates, Pete is one of the oldest men in radio-station representation — a significant fact, but no more significant, we think, than the *age of our associations* with the leading stations we represent.

For, after all, much of the help any representative can give you agencies and advertisers depends upon *how long* he has served the stations he represents — how well he knows them and their markets. Nor can this sort of knowledge be acquired overnight.

F&P is proud that sixteen of our stations have been with us *eleven years or more* — that we still represent the first five stations that signed up with us, back in 1932 — WHO, WOC, WMBD, WGR, and WKBW. . . . But we are still prouder that these virtually permanent partnerships have enabled us to bring *greater values to you.* And that's the way we shall continue to work, in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
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BROADCASTING

VOL. 30, NO. 7 WASHINGTON, D. C., FEBRUARY 18, 1946 $5.00 A YEAR—15c A COPY

Denny New Chairman as Porter Heads OPA

President Drafts FCC Head in Top Level Shift to Become Price Administrator

By SOL TAISHOFF

FOR THE second time in 14 months, chairmanship of the FCC changes hands as President Truman last week called upon Paul A. Porter to take over the OPA helm to help stem the tide against inflation, and then in turn delegated to 33-year-old Commissioner Charles R. Denny Jr. the acting chairmanship of the FCC.

Mr. Porter announced late Friday at a news conference that he will resign as soon as his appointment to the OPA administratorship is confirmed by the Senate. This was a reversal of the previous day's understanding that Mr. Porter simply would be on leave for about six months and then return to the Commission.

Denny on Trial

This was interpreted to mean that Mr. Denny will be on trial as acting chairman, and, if he makes good, will be given the permanent chairmanship—possibly after a couple of months. In the interim, it is doubted whether the Porter vacancy will be filled. The FCC thus will function with but six members.

Mr. Porter told the news conferences that a permanent FCC chairman "has not been determined". He said it was conceivable that he could go back to the FCC after completion of his OPA assignment, if the vacancy still existed. "I have no plans in that direction, however", he said.

The news conference, in which Mr. Porter and Chester Bowles, new Stabilization Director, whom he succeeded, met with about 300 representatives of radio and the press, was held at 6 p.m. Friday in the cafeteria of OPA headquarters under glaring newsreel lights. A reporter suggested that Mr. Porter was only assured of his OPA job for 20 weeks, since the appropriation for OPA could be denied by Congress in June. Mr. Porter, however, expressed confidence that the agency would be continued another year.

ACTING CHAIRMAN DENNY

The new OPA administrator-designate said he didn't know whether he would continue the weekly network broadcasts of his predecessor on OPA problems. Mr. Bowles expressed high pleasure over Mr. Porter's appointment, citing his "well-rounded experience" in the stabilization program. He was confident that OPA people—including thousands of volunteers—would give him vigorous support.

(Additional Porter-Denny coverage on pages 16, 88, 89.)

Conference For 10 Days

There were conferences at the White House both announced and unheralded for the 10 days preceding President Truman's announcement Thursday night of the top-level realignment. Mr. Porter technically is to be on leave from the FCC. But those politically informed in Washington thought it would extend considerably beyond that and even predicted the erstwhile Washington radio attorney would light in higher places, of subcabinet or even cabinet rank.

Mr. Porter's OPA nomination requires Senate confirmation. It will go to the Senate Banking & Currency Committee and favorable action is expected this week both by the committee and the Senate.

Mr. Denny's appointment does not require Senate confirmation since, under the statute, the President is empowered to designate the FCC chairman. Thus, Mr. Denny can assume the acting chairmanship whenever Mr. Porter formally takes over the OPA administratorship.

It was Mr. Porter who personally selected Mr. Denny for the temporary chairmanship. Less than a year ago he had gone down the line for him for the then-existing Commission vacancy, over stalwart administration patronage opposition. Mr. Porter persuaded President Roosevelt to make the appointment—one of his last prior to his death the following month.

It was touch and go until the President's announcement Thursday on the stabilization scenery-shifting. White House Secretary Charles G. Ross had said Tuesday that the President would make prompt announcement of the reorganization. Nothing happened, however, until the Thursday night announcement. Earlier in the day there was talk of resignations of both Messrs. Bowles and Porter.

Complicating fruition of the plan, in addition to the muddled strike situation, was the grandiose exit of Harold Ickes from the Cabinet on Wednesday—in the midst of the stabilization reorganization.

Meanwhile, Rep. John Taber (R-N.Y.), minority wheelhorse, unloaded on the House floor last Thursday on the Porter appointment. He said he was "astounded" at the reports and that when Mr. Porter was deputy administrator in charge of rents "he made a mess of that". [That was contrary to the generally expressed view that Mr. Porter did the outstanding job of all OPA deputies under the Henderson regime.]

It was Mr. Denny's exemplary work on the House Select Committee inquiry into the FCC, even before Chairman Porter took over, and his inexhaustible energy, which led the FCC chairman to support the then general counsel for the Commission appointment last March and to urge President Truman to name him acting FCC head.

With FCC Four Years

Mr. Denny joined the Commission just four years ago (in February 1942) as assistant general counsel; became general counsel the following October, and was named Commissioner last March for a seven-year term. Mr. Porter assumed the FCC chairmanship in December, 1945, to fill the unexpired term of James Lawrence Fly, who had kept things in a ferment during his three-year tenure. That term expires in 1949.

SILHOUETTED against Capitol dome, Paul Porter faces video camera in interview with Bill Henry, television demonstration conducted on Feb. 12.

Mr. Denny, youngest man ever to sit on the Commission, obviously was selected by Mr. Porter as the man he felt could best continue the FCC's work in its present stride. Informally, he served as Mr. Porter's chief assistant, particularly in the evolution of the application-processing flood which struck the Commission with the lifting of war-imposed freezes on construction.

The Porter appointment to OPA first hit the news Feb. 8 [Broadcasting, Feb. 11], after Mr. Porter had made two calls at the White House that day. The FCC picture changed several times. First it was indicated Mr. Porter would resign. Then the President himself is understood to have suggested the interim appointment, with Mr. Porter definitely earmarked to return. Finally, came Mr. Porter's announcement late

(Continued on page 88)

State Dept. Plan Gets New Setback

House Committee Postpones Action on Bloom Measure

PLANS of the State Dept. to set up a worldwide international information service with Congressional authority to go into the radio, newspaper and motion picture business [BROADCASTING, Dec. 24] were given another setback last week when the House Rules Committee for the second time postponed action on the Bloom bill (HR-4982) which would give such authority to the State Dept.

Chairman Sol Bloom (D-N.Y.) of the House Foreign Affairs Committee, who introduced the bill at State Dept.'s request, urged the Rules Committee to send the measure to the floor "and then tear it apart if you want." He declared the legislation is necessary to promote goodwill between nations. It would authorize the State Dept. to purchase or lease broadcasting stations, newspapers and to make motion pictures. It would give State Dept. broad powers.

Rep. Clarence J. Brown (R-Ohio), a publisher, demanded to know: "Is this the same thing the United Press and the Associated Press withdrew their support from?" Mr. Bloom said it wasn't. The two press associations withdrew their wire services from State Dept., charging that news was being used for international shortwave propaganda broadcasts. Rep. Brown said State Dept. is spending $85,000 daily on its information service.

Rules Committee took no action and failed to set a date for further consideration of the bill.

Fiery FCC Acting Chairman Well-Equipped for New Tasks

BORN in Baltimore April 11, 1912, Charles Ruthven Denny Jr., has lived practically all his life in Washington. He took his A.B. at Amherst in 1933 and his LL. B. from Harvard in 1936 and immediately afterward joined the Washington law firm of Covington, Burling, Rublee, Archeson & Shorb.

THIS picture of Mr. Denny was taken in May 1944 while conferring with former FCC Chairman James L. Fly during a session before the House Select Committee investigation of the Commission.

In 1938 he accepted an appointment as attorney in the condemnation section of the Lands Division, Dept. of Justice. The 26-year-old lawyer, was promoted to assistant chief of the appellate section of the division and later he became chief of the section. He also served as a special assistant to the Attorney General. While with Justice he had charge of a staff of 15 to 20 attorneys and he travelled throughout the country arguing cases before various Federal courts. It was then that he faced the Supreme Court for the first time.

In February 1942 Mr. Denny moved over to the FCC as assistant general counsel in charge of the Division of Litigation and Administration. The network regulations had just been argued in the lower court and Mr. Denny helped prepare the FCC brief on the question of jurisdiction. He argued and won the case when it was remanded by the Supreme Court to the District Court, New York Southern District.

On Oct. 6, 1942, at the age of 30, he was elevated to general counsel, succeeding Telford Taylor, who had resigned to enter the Army and who is now a colonel with the General Staff Corps, serving as associate justice of the War Crimes Trials at Nuremberg.

As assistant general counsel and general counsel, Mr. Denny carried a large share of the responsibility of defending the FCC from attacks by the House Select Committee investigation. Although denied opportunity to answer charges, he repeatedly rose to challenge the testimony or procedure of the Com-

(*Continued on page 99*)

Biow Has Option

BIOW Co., New York, has taken an option on CBS for 10:30-11 p.m. Monday night time. It's reported time will be used to promote Schick magazine repeating razor.

New Product Test

GENERAL FOODS Corp., New York, is using announcements on stations in Atlanta and Philadelphia in a test campaign for Minute Rice, a new product. Agency is Young & Rubicam, New York.

House Firm Buys

ADIRONDACK Log Cabin Co., New York, manufacturer of prefabricated houses, will use radio for the first time when it sponsors last fifteen minutes of half-hour broadcast description of the Sportsman's Exposition from Madison Square Garden on WINS New York. Show runs Feb. 17-24, program 8:30-9 p.m. Contract was through Lester Harrison, N. Y.

Sponsor Yankee Games

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), and General Cigar Co., New York (White Owl cigars), will jointly sponsor New York Yankee baseball games, including home and away games, night and double-headers for 1946 season starting March 9 on WINS New York. Play-by-play will be given by Mel Allan and Russ Hodges. Out-of-town games will be reconstructed by ticker. Agency for General Cigar is J. Walter Thompson, agency for Pabst is Warwick & Legler, New York.

Porter, Denny—Young Men of Destiny . . . . . . *An Editorial*

TWO YOUNG men of radio stride forward again. Paul A. Porter, at the behest of President Truman, becomes OPA Administrator in the last-ditch drive to hold the line against inflation. Charles R. Denny Jr., at Mr. Porter's behest and with the concurrence of the President, becomes acting FCC chairman to hold the radio line.

In the 14 months that Paul Porter has served as FCC chairman, that agency has handled its greatest work load of all time. This has been accomplished with an appalling shortage of professional personnel. The job is less than half done. The month ahead will tax the Commission to an even greater extent. The job requires organization, diligence, stamina, wisdom and follow-through.

Mr. Porter feels that 33-year-old Charlie Denny is the man for the job. Charlie Denny is a Porter disciple. This wiry, energetic, fast-thinking and fast-talking 125-lb. lawyer has come up from asistant general counsel to acting chairman in just four years. No rise in government has been more meteoric—unless it be that of 41-year-old Paul Porter himself.

Glancing back over the past 14 months, certain things stand out. Paul Porter came from the publicity chairmanship of the Democratic Party—a personal selection of Mr. Roosevelt. Yet politically, his has been the cleanest administration since radio regulation began nearly 20 years ago. We are not aware of a single action of the Commission in which Porter had a hand which was motivated by political factors. The same for personnel appointments.

What happens after Mr. Porter concludes the Herculean OPA assignment? For the present the Commission will function with a membership of six. Mr. Porter could be reappointed by President Truman at any stage. But a better guess is that he will move on to higher office for his status in administration councils is acknowledged.

Mr. Denny's appointment supposedly awaits naming of a permanent chairman, and he may be appointed if he performs well during a trial period. There is every reason to believe he will, because he has handled ably, even brilliantly, every assignment thrown his way.

We have felt, and still feel, that certain of Mr. Denny's ideas are inimical to the best interests of a private, competitive system. We have condemned his plan for a cost accounting system for broadcasting as inevitably leading to rate regulation. Unlike Mr. Porter, he has no practical radio background and is just 10 years out of law school. But he is wise beyond his years.

As we see the months ahead, the big job is to clean up the tremendous backlog of applications for AM, FM and television and to get the dockets current. That is a six-month or longer job. Mr. Denny has borne a big part of that load as ex-officio chief administrative aide to the chairman. He unquestionably is best equipped to carry it through in the Porter vein.

There should be no detours in that clean-up job. We hope excursions into ethereal "policy" realms will be avoided. We feel that young, talented, aggressive Charlie Denny, despite his tremendous capacity for work, will have his hands full in getting the Commission current and keeping it there. We wish him well.

Mr. Porter leaves the FCC with the respect and gratitude of radio. Of course, some disagreed with him sometimes, because in radio what pleases one usually displeases several others. Mr. Porter by Presidential mandate, takes on one of the biggest and toughest jobs in government. If it can be handled successfully, Paul Porter will do it.

Cuba Firm, NARBA Enters Third Week

Seeking 12 Clears, Increases on 8 Regionals

By BILL BAILEY

NARBA CONFEREES LAST WEEK:

1. Agreed to change name (on Cuba's proposal) to "Second North American Regional Broadcasting Conference."

2. Unanimously adopted resolution to (a) draft an interim agreement or modus vivendi, incorporating present NARBA with such modifications as Technical and Juridical Committees find necessary; (b) begin immediate studies looking to new NARBA at earliest date possible.

3. Tentatively scheduled Third North American Regional Broadcasting Conference (treaty session) for late 1947 in Canada, with conference of engineers in Havana late this year or early next.

4. Tentatively agreed to grant Cuba concessions on eight regional channels.

5. Rejected Cuba's request to use 12 I-A clear channels (8 in U.S.) with power varying up to 25 kw, agreed to permit use of five clears. Cuba was asked to submit choice of five channels; her delegates "walked out."

WITH CUBA standing pat on her demands for use of certain I-A clear channels, increased power on some regionals and elimination of the 650-mile rule, the Second North American Regional Broadcasting Conference was prepared to go into a third week as BROADCASTING went to press.

FCC Commissioner E. K. Jett, U. S. chairman and Conference chairman, early in the week expressed pleasure at the progress but on Thursday Cuba brought about an impasse by refusing to attend further meetings of technical subcommittees which were considering her demands.

(Other NARBA coverage on pages 54, 90, 91, 97.)

At weekend developments were: Cuba revised earlier demands (see page 93) and asked for use of 12 I-A clear channels as against 20 originally requested. In addition Cuba wants to increase power on eight regional channels. First proposal was for use of 10 regionals.

650-Mile Rule Problem

Cuba insisted that the 650-mile rule be suppressed. Other nations were equally insistent that it be retained with proviso for bilateral agreements. Cuba refuses to sign any multilateral agreement "which instead of assuring her people the right to obtain the necessary broadcasting service, would make the rendering of this service dependent on the future willingness of other signatories to make concessions by bilateral agreements."

Cuba objected to reports of Technical Subcommittee No. 1, headed by Sr. Lazaro Barajas of Mexico, and Technical Subcommittee No. 2, of which George P. Adair, FCC chief engineer, is chairman. Reports in question were received, however, for study by the full Technical Committee, headed by Dr. F. H. Soward of Canada. On motion of Cuba, Technical Subcommittee 1 report on the 650-mile limitation was referred to the Juridical Committee, of which Dr. Luis Machado of Cuba is chairman.

Initiatives Committee adopted unanimously resolution proposed by Cuba to change name from "North American Regional Broadcasting Engineering Conference" to the "Second North American Regional Broadcasting Conference."

Initiatives Committee also adopted unanimously resolution to (1) draft an interim agreement to replace NARBA when it expires March 28, and (2) request all signatory governments to begin immediate studies looking toward a new treaty.

Cuba's revised proposal, submitted Friday morning by Dr. Nicolas G. Mendoza to the Technical Committee, would include stations on the following I-A clear channels:

640 kc (U.S.)—25 kw at Santa Clara, directional antenna.
660 kc (U.S.)—2 kw at Havana, directional.
670 kc (U.S.)—1 kw at Santiago de Cuba, directional.
690 kc (Canada)—25 kw at Havana, directional.
720 kc (U.S.)—1 kw at Santiago, directional.
730 kc (Mexico)—10 kw at Holquin, directional.
740 kc (Canada)—10 kw at Havana, directional.
780 kc (U.S.)—1 kw at Camaguey, directional.
830 kc (U.S.)—5 kw at Havana, directional.
850 kc (U.S.)—2 kw at Oriente, directional.
860 kc (Canada)—15 kw at Havana, directional.
890 kc (U.S.)—2 kw at Camaguey, directional.

Cuba also seeks power increases on the following regional channels:

590 kc—25 kw, Havana, directional.
600 kc—10 kw, Holquin, directional.
630 kc—25 kw Havana, directional.
790 kc—2.5 kw, Havana, non-directional or 10 kw, directional.
910 kc—10 kw, Havana, directional.
920 kc—10 kw, Camaguey, directional.
950 kc—2 kw, non-directional, Havana, or 10 kw directional.
960 kc—2 kw non-directional, Santa Clara, or 10 kw directional.

Mr. Jett submitted on behalf of the U. S. a resolution to designate as Class II-S stations those outlets permitted to operate on regional channels with power in excess of 5 kw. Mr. Jett proposed protection regulations governing II-S stations for incorporation in the interim agreement.

Although Cuba's refusal to attend technical submittee meetings

(Continued on page 91)

Drawn for BROADCASTING by Sid Hix

"It's the very latest in acoustical design."

Campaign for Tax on Stations Is Renewed by Printing Trades

REVIVAL of the oft-attempted drive of the International Allied Printing Trades Assn. to saddle radio with a confiscatory franchise tax designed to limit station net profits to 15% of actual investment was undertaken last week by President John B. Haggerty, in a letter to the association's membership.

More extreme than the last campaign undertaken in 1941, the new offensive nevertheless follows the identical pattern of previous efforts. The association claims a membership of 190,000 craftsmen in the United States and Canada. Mr. Haggerty openly urges the membership and "friends" to contact their representatives in Congress to support the franchise tax.

Failed Before

Previous efforts flopped, although House passage once was forced, and a number of members of Congress used the crusade as a sounding board against commercial radio. The Senate would have none of the class legislation.

As in the previous campaigns, Mr. Haggerty, in his Feb. 12 letter, cited what he called the "unfair competition" of radio against the "letterpress printing industry." Enumerated were gains in broadcast advertising revenue, percentage-wise, as against losses by newspapers. The four-page printed letter also quoted "expressions of influential members, both branches of the Congress, favoring the levying of a franchise tax. . . ." Among these were statements by Chairman Gannon (D-Mo.), of the House Appropriations Committee, who recently came out for the British system of broadcasting; Sen. McKellar, president pro tem of the Senate; Rep. Taber (R-N. Y.), and Rep. Wigglesworth (R-Mass.). Most of the quotations related to cross-examination of FCC Chairman Paul A. Porter on appropriations hearings. Mr. Porter on one occasion had testified that stations averaged a 200% profit on their investment.

Mr. Haggerty said he understood the House Ways and Means Committee "within the next few months" will consider writing a new tax law. With a national debt of 300 billion dollars expected, he suggested that the Government should collect the radio franchise tax as a means of reducing the public debt. "The suggested legislation would provide that all net profits in excess of 15% on the actual investment, with a limitation of not more than $25,000 for salary, bonuses, etc., to any one executive" be siphoned off. These monies, he said, would be used "exclusively for the reduction of the public debt."

Haggerty Plan

The 1941 Haggerty plan was for legislation to limit commercial time sold to 25% of station time; a Federal franchise tax of 10% of gross receipts in the $25,000 to $100,000 bracket, 15% of gross on incomes of $100,000 to $500,000; banning of multiple ownership of stations in all categories; banning of absentee ownership, whether by network or individual.

In the 1941 crusade Michael J.

(Continued on page 90)

'B & B'—Intoxicating, but it Ain't Likker

Benton & Bowles Are Back Together Having Capital Fun

By ROBERT K. RICHARDS

THERE WAS a time, and broadcasting pioneers will remember it, when William Benton and Chester Bowles were separated by nothing but a conjunction.

The separation is wider now, but the kinship remains, for the B-Boys have landed in Washington.

The order of their coming changeth, it is true. Bill Benton led Chet Bowles into the advertising world. But Mr. Bowles enticed his former partner into public office.

It was in July 1929, that these two merchandisers together moved in on the advertising whirl and radio. It was in the 30s, only a decade ago, that they moved out, their jeans well filled with coin, their eyes alight

BENTON

with a fervent mission—to make this a better world in which to live, even for advertisers and broadcasters.

Although they pursued different paths, the B-Boys arrived in time at like goals—flanking the White House.

Mr. Bowles—first as Administrator of the Office of Price Administration, now as Economic Stabilization Administrator.

Mr. Benton—Assistant Secretary of State for Public Affairs.

From Soap to Culture

Gone are the days when the consuming desire of these two Yale fledglings was to distribute soap and cereal through the impact of advertising. Now one distributes culture on an international as well as a local basis. And the other distributes regulations.

The parallelism in their careers is remarkable. Both went to Yale U. Each entered advertising independently, and then joined forces. Both wandered into public life with a charmingly aimless determination. It is said that Bill Benton has the touch of Midas. Some of that rubbed off on Mr. Bowles, too. Both are devoted family men: Mr. Benton has four children; Mr. Bowles, five. Both, steeped in the conservative tradition of Yale, reflect a Harvard-like liberalism that must shock the Eli alumni. Each is a short, wiry man who would appear equally at home in a Calvert's Men-of-Distinction ad or in a sweatshirt.

Both have been in hot water most of the time they have been in Washington. Each has a touching devotion to the microphone. Each lives in comparative luxury on his gains from the world of commerce. But if you should suddenly, and with emphasis, hiss "advertising" in the ear of either, it's a good bet he would start guiltily. One gets the impression—sharply from Mr. Benton, more moderately from Mr. Bowles—that each looks upon his advertising career as his last orgy before joining Alcoholics Anonymous.

Born to Tradition

Chester Bowles was born in April 1901 . . . on a day undesignated in the biographical sketch issued by the OPA. He was born to tradition, the grandson of Samuel Bowles, founder and editor of the *Springfield Republican* and a militant Civil War newspaperman.

Mr. Bowles matriculated at Yale in 1920, one year before Mr. Benton's graduation from the same institution. Winning a degree there, he became a reporter on the *Republican*, a job he held from 1924 through 1926. During the latter part of 1926, he struck out for New York. He took a copywriting job with the George Batten Co., advertising agency, when he couldn't land a news assignment. The Batten firm later became Batten, Barton, Durstine & Osborne.

Meanwhile his erstwhile partner, Mr. Benton, had pursued a speckled career in selling and merchandising. He sold National cash registers, entered an advertising agency and eventually became a Lord & Thomas executive in Chicago. This returned him to his native middlewest. He was born in Minneapolis in 1900, the son of an educator. Indeed all of his near and distant relatives had been educators or ministers for generations.

On July 15, 1929, he and Mr. Bowles formed their partnership and opened for business. They hit hard. Both were still in their twenties. Both had expansive ideas about the use of radio, a relatively untried medium even in those days. Soon they were representing accounts like General Foods, Procter & Gamble and the Prudential Insurance Co.

Scriptwriter, Too

They placed on the air such programs as *The Palmolive Beauty Box, Fred Allen's Town Hall* and *Maxwell House Showboat.* The first 13 episodes of the latter, in fact, were written by Mr. Bowles who had been inexperienced in script until that time.

Benton & Bowles prospered. Nothing beyond the metronomic jangling of the cash register—Mr. Benton could buy his own now—occurred until 1936. In that year, Mr. Benton—at the age of 36—casually announced that he was going to retire. At the time he was chairman of the Benton & Bowles board. There's a popular legend he told a New York luncheon group upon that occasion that he had "made his million." He denies having made such a statement, but does not deny he made a million. Probably it was not that much, but it was near enough, one gathers from his intimates, that he could carry the difference in his vest pocket.

Mr. Bowles stayed on with the agency while his comrade turned from the paths of bartering, got his financial affairs in order and took an eight months' rest. In truth Mr. Bowles, during this period, receded into the relative seclusion of running an advertising agency as his former pal gained national prominence when he was appointed vice president of the $120,000,000 U. of Chicago. The Yale boys were sticking together. His appointment came through the good offices of the University's president, Robert M. Hutchins, a former Benton classmate. Mr. Benton joined the staff at five percent of his former annual income and didn't flicker an eye. His job was to be adapting radio to education, or vice versa.

Metamorphosis

There were indications at this point that the New-Era Benton was emerging from the cocoon of commercialism which still ensnarled Chet Bowles. He announced immediately to the University dons that he wasn't going to "sell" the U. of Chicago.

"It needs no selling," he observed. "It's more of a challenge to sell soap." Peddler Benton was becoming Savant Benton. The metamorphosis had set in.

Actually during his eight years at Chicago, Mr. Benton became what could best be described as a vice president in charge of acquisition. He acquired all sorts of

BOWLES

things, for free, and the hard headed business men from whom he took them must still be wondering how the hallowed halls of the U. of Chicago corralled such a horsetrader.

His acquisitions: the *Encyclopedia Britannica*, from 'General Woods, chairman of the board of Sears Roebuck & Co., the owners; commercial classroom films produced by Erpi, Eastman and Western Electric; $50,000 from the Alfred P. Sloan Foundation to promote the Chicago Round Table. These among others. Men who owned things clutched them to their breasts when Benton was in town.

He was, it must be granted, somewhat the same old Benton, even if he had doffed his Stetson in favor of a Mortar Board. The "gets" had him again. He even slyly crept back into the commerical whirl, only avocationally, of course. He bought the Asso-

(*Continued on page 48*)

Spotlight

There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask, "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.

W·I·T·H

and the FM Station W3XMB

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

NAB-AFM Set Policy Session April 8

AFTER several weeks delay, long-awaited letter came to NAB from AFM suggesting date for meeting on national musician policy. AFM will have 14, NAB 26 representatives at April 8 conference in New York office of union. Out of this meeting will come smaller negotiating committees to set national policies for contract negotiations with the various local unions.

Preliminary Gathering To Name Group for Negotiations

INDUSTRY Music Committee and an AFM committee will get together April 8 in the AFM's own back yard to arrange method of doing business.

Big stakes wll be involved when NAB President Justin Miller and AFM President James C. Petrillo bring together a group of 40 or so representatives of both sides in what will likely turn out to be a preliminary skirmish. The stakes: How many networks and stations will have to hire how many musicians, and on what basis.

Smaller Groups

The first meeting is expected to consist mostly of usual conference procedures followed by reading of statements by the two presidents. Conference will then appoint a smaller group that will do the actual negotiating.

In a cordial letter mailed Feb. 6 to Mr. Miller, who was on the NAB district meeting circuit at the time, Mr. Petrillo said he had scheduled a meeting of the AFM officers, board and assistants with a broadcast committee for 2:30 p.m. April 8 at the AFM headquarters, 570 Lexington Ave., New York.

Mr. Miller answered Feb. 14 with equal cordiality, suggesting that meetings be continued April 10 if desirable. He pointed out that he would bring one or two members of the NAB staff along with the Industry Music Committee and the Employe-Employer Relations Committee—some 26 or 27 in all.

Exchange of letters between the two presidents dominated the music scene last week as broadcasters awaited consideration by the House of the Lea bill (HR-5117), which amends the Communications Act to prevent the musicians' union from persecuting the broadcasting industry. The bill was expected to come up this week under a special Rules Committee priority, but definite date had not been selected by the House leadership (see separate story, page 90).

'Sounded Out'

When the industry-music get-together gets under way April 8, it will mark the first time in nearly a decade that committees representing both sides on a nationwide basis have gathered in the same room. It will be the culmination of a program developed last fall by the broadcasters' committee in meetings with Mr. Miller.

Convinced shortly after assuming the NAB presidency that the music problem was approaching an acute stage, he sounded out all industry elements. Conclusion was reached that since past arms-length negotiating had failed it might be better strategy to seek a solution on a man-to-man basis. NAB board at its Jan. 3-5 meeting gave Mr. Miller go-ahead signal.

Meantime, he has contacted hundreds of broadcasters at the eight district meetings held since that time. While station operators are not unanimous in supporting this new tack in music strategy, a large majority have agreed that the idea was worth a whirl and for the first time in years broadcasters are acting as a unit in dealing with AFM.

Possible Conflict

AFM-industry negotiations will open on a friendly basis. Once the negotiating committee is named and the members get down to such fundamental problems as hiring of musicians by network affiliates, FM's status, television, amateur musicians, rights of independents, recordings for repeat broadcasts, secondary boycotts and similar issues, judicial dispositions of the dickerers may be badly ruffled.

So important to both sides are the decisions—though they can be merely statements of policy and specification of rules for future individual contracts to be negotiated by stations and networks with local unions—that the conversations might run into weeks or months.

Should a policy declaration be reached it may be submitted to the NAB convention scheduled to be held Oct. 21-24 in Chicago for ratification. A job of selling the policy to the industry may become a major undertaking if its terms really hurt in spots.

At present the AFM president is understood to want musicians employed at every station that carries a network affiliation, in proportion to the size of the station. Contention has been made in the past that the AFM can't produce performers of radio calibre in a large number of cities, but Mr. Petrillo promised Jan. 18, after the famed meeting with Judge Miller [BROADCASTING, Jan. 21], that he would provide the performers even if he had to bring them from large cities.

In return, the AFM president might be willing to back down on his order banning pickups of musical programs from abroad, an action that has been none too popular.

Actual negotiation of local contracts has taken place in a number of cities. At Philadelphia broadcasters have concluded new one-year pacts with wage increases from 33 to 45%, but no additional musicians were hired (see separate story, page 38).

Mr. Petrillo's letter to President Miller, Feb. 6, follows:

"Dear Mr. Miller:

"Since our meeting in Chicago I have been endeavoring to make arrangements for the International Executive Board of the AFM to meet with the Music Committee of the NAB, and other groups wishing to transact business with our Executive Board.

"Plans are now being made to hold this meeting in our headquarters at 570 Lexington Ave., New York, beginning April 8, 1946. I have scheduled the Music Committee of the NAB for Monday, April 8, at 2:30 p.m., with no other appointments for the remainder of this session.

"While other matters of business are scheduled for Tuesday, April 9, making it impossible to meet with your group that day, we can, no doubt, arrange for additional time at some later period in the week, if necessary.

"Our committee will consist of ap-

(Continued on page 92)

ABS Stops Permanent Lines, Still Looking For New Capital

WHEN Associated Broadcasting System shut down its permanent lines except on the Pacific Coast, and discontinued all sustaining program service at midnight last Monday, industry consensus was that another attempt to form a fifth nationwide network might end in failure.

Most of the network's commercial programs were continuing for the time being, using special hookups. But the Adam Hat Monday night fights switched to Mutual (see separate story, this page).

W. G. Henderson, vice president who for the last month or more had done what he could in New York to bolster ABS operations, on Monday reported he had secured a 90-day option from AT&T for reinstatement of the permanent lines. On Tuesday he left for Grand Rapids, network's operating headquarters, to try to raise enough new capital to give ABS another chance.

Atlas Advance

Atlas Corp. on Nov. 26 had advanced $150,000 to ABS as a 120-day loan without interest, but giving Atlas a 30-day option to purchase two-thirds of ABS stock for a total of $350,000, remaining third to be retained by ABS President Leonard Versluis and Roy C. Kelley, executive vice president, in payment for their back salary claims of $64,000. Terms of the loan also provided that if Atlas wanted more time to consider, it could extend the option an additional 60 days for another $50,000.

This extension was not needed. By Dec. 26 Atlas President Floyd B. Odlum had received the reports of a number of independent investigators (one of them was M. H. Aylesworth, first president of NBC) on the chances of a fifth network in establishing itself and on ABS' chances in particular. These reports were said to agree that a fifth network could be established, but that to do so would require the investment of several million dollars instead of the $350,000 requested by Mr. Versluis, and would require also the services of a group of top network operating executives.

Mr. Odlum and his associates decided this undertaking wasn't for them and on Dec. 26 neither exercised the option to secure control of ABS nor asked for its extension. Since that date Atlas Corp. has been merely another creditor of ABS, its $150,000 loan standing on the company's books with a bank loan of $70,000 and the $64,000 salary claims of Messrs.

(Continued on page 86)

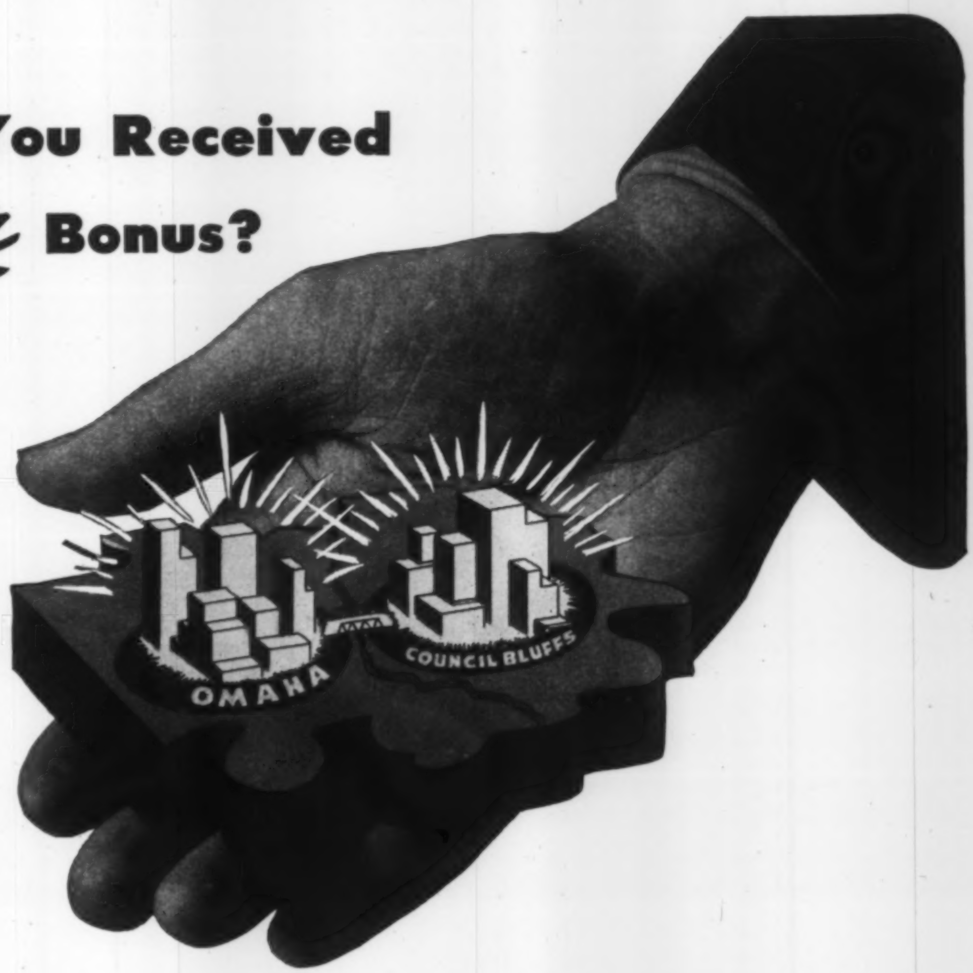
MUTUAL NETWORK GETS ADAM HATS

ADAM HAT STORES, New York, is moving its Monday night fight broadcasts from Associated to Mutual, beginning tonight (Feb. 18). Switch was announced on the heels of the ABS suspension of permanent lines and full-time program service and was pushed through immediately, although ABS had arranged to continue the broadcasts on a special hookup basis and although not all Mutual stations could clear time on such short notice.

Adam Hats will eventually use almost the full Mutual network, according to Mitchell Mark, company's new advertising manager. Series, called the *Fight of the Week*, broadcasts each Monday the best available bout as selected by the Boxing Promoters of America, five leading promoters. Mutual broadcasts will open with tonight's Frankie Cardo-Freddie Russo bout from Baltimore and next week will broadcast the Ray Robinson-Sammy Angott fight from Pittsburgh.

On Mutual the fightcasts will start at 10:15 p.m. instead of at 10 as on Associated, following the MBS Henry Taylor broadcast for General Motors Corp., 10-10:15 p.m. Broadcast will run until 11 p.m. or until the end of the fight. Series is placed through Adam Hats' new agency, Laroche & Ellis, New York.

Have You Received *Your* Bonus?

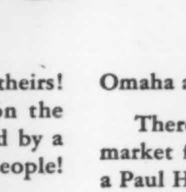


189 KFAB advertisers have received theirs! Since November 1, 1945, advertisers on the BIG FARMER STATION have profited by a BONUS AUDIENCE of over ½ million people!

On November 1...in addition to its regular coverage...KFAB became the *exclusive* CBS outlet for the entire Metropolitan Area of Omaha and Council Bluffs.

There's a bonus audience in this wealthy market for you, too. Today get in touch with a Paul H. Raymer man...New York...Chicago ...Detroit...San Francisco...Los Angeles; or, contact Harry Burke of KFAB, 620 Farnam Building, Omaha.

50,000 WATTS NOW UNDER CONSTRUCTION



The **ONLY** *Basic* **CBS** *Station in Nebraska*

HARRY BURKE, *General Manager*

KFAB

Represented by **PAUL H. RAYMER CO.**

THE BIG FARMER STATION

OMAHA 1110 KC - 10,000 WATTS **LINCOLN**

MEET MRS. MILWAUKEE

No, this is not Mrs. Milwaukee —

It's Frieda Krieg — who knows Mrs. Milwaukee intimately and who will be happy to introduce you and your product to Mrs. Milwaukee. It will be a pleasant association.

Frieda's program is on daily, 11:30-12:00 Noon. Mrs. Milwaukee listens, and you will like Mrs. Milwaukee.

WEMP *Milwaukee*

AMERICAN BROADCASTING COMPANY

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

American Business Up, Eager For Expansion, Says Woods

Mr. Woods

AMERICAN Broadcasting Co. has hit its stride and is going ahead under full steam, Mark Woods, ABC president told BROADCASTING last week. Reporting that the network had signed $360,000 worth of business during the preceding week, Mr. Woods said that "ABC is already $1,350,000 over its budget, which was drawn up Dec. 15."

The company's gross income, net income and net profits are all well ahead of last year, Mr. Woods stated. He added that almost all of the profits are being put back into the network's operations, chiefly in strengthening the program structure. Pointing to the recent Monday night change, with four new programs put into the 8:30-10:30 period, Mr. Woods said that three of the four were already attracting the attention of advertisers as well as listeners and would probably become a part of ABC's commercial schedule before long.

With a strong Sunday afternoon and evening schedule and a strong Friday evening program sequence, and with Saturday nights being revamped to feature a two-hour crime detection sequence from 7:30-9:30, ABC program executives are starting work on raising midweek evening programming—and listening—to a higher level, Mr. Woods said. One of the new programs to start shortly, he reported, will be a new comedy show starring Bill Thompson, well known to listeners as "Wallace Wimple" and "The Old Timer" on the *Fibber McGee & Molly* program.

Lauds Programming

Since last fall's reorganization the ABC program department has been functioning extremely well, Mr. Woods stated. "Contrary to all the rumors at that time, Adrian Samish and Bud Barry are working together beautifully as an executive team at the top of an efficiently organized department," he added. Mr. Woods also lauded the work of the sales department under the leadership of Fred Thrower.

Asked about plans for physical expansion of the network's facilities, Mr. Woods said that about a hundred improvements in powers, frequencies and equipment are in progress at ABC affiliate stations. The network's own plans for new studios in key cities are necessarily in abeyance, he said, until the building situation clears up. At the moment, he declared, it is impossible to get quotations on construction. Pointing out that ABC is applying for FM and video stations in New York, Chicago and on the Pacific Coast, he said that the network will push these projects ahead as rapidly as possible, once construction permits have been granted.

ABC is anxious to get into its own quarters and free from the present sharing of studios and control rooms with NBC, he asserted, but he pointed out that even the manufacturers of radio equipment can't say whether they will be able to deliver the necessary apparatus within nine, or twelve or eighteen months.

ABC's leases from NBC run until two years after the end of the war (which he pointed out has not yet been officially declared and may not be for some time) or until two years after the needed materials are available (which also has not yet happened), so the network is in no danger of immediate eviction, he stated.

Financing

Asked how these projects would be financed, Mr. Woods said that this question had been informally discussed but that no definite decision had been reached. There are three possible methods, he said: internal financing by the network itself or by Edward J. Noble, chairman of the board and owner of most of the ABC stock; by bank loans, or by issuing stock for public sale. Asked whether in the last event network personnel and affiliated stations would be given preferential treatment, Mr. Woods repeated that no decisions had as yet been arrived at regarding the method of financing, let alone the details of any particular method.

Department Stores Hit High in Radio Budgets

EXPENDITURES for radio advertising for department stores with sales volumes exceeding five million dollars averaged .14% of total sales in 1944, double the .07% average for 1943, according to an analysis of department store publicity expenses published by the National Retail Dry Goods Assn. Inter-quartile range was from .07-.20% in 1944, compared with .04-.11% in 1943. Radio expenditures for stores with sales volume between five and ten million have risen from .04% of total sales in 1938 to .12% in 1944; for stores selling more than ten million, the increase is from .00% in 1938 to .15% in 1944. Stores with volume of less than five million were omitted, NRDGA says, because radio figures were not reported in enough cases to warrant the selection of medians.

MACKAY RADIO & TELEGRAPH Co. last week announced reopening of direct high-speed radiotelegraph communications between New York and Vienna, closed since America's entry into the war in Dec. 1941.

Here's Why—For Farm Coverage It's

KFNF

"The Friendly Farmer Station"

The Recent "Federal Bureau of Agricultural Economics" Survey* Shows That —

Farm Women Prefer—1. News 2. Religious Music
3. Old Time Music 4. Religious Programs

Farm Men Prefer—1. News 2. Old Time Music
3. Market Reports 4. Religious Music & Programs

A Survey of KFNF'S Logs for January, 1946 Shows That —

KFNF devoted More than 74% of its Total Program Time to Broadcasts of the Above Mentioned Types.

Remarkable? Not At All. It only proves that KFNF is Expertly Programed to serve one specific audience, the Farm Audience around Shenandoah, Iowa—AND REMEMBER, KFNF is the ONLY 100% Farm Station in its AREA.

So—To Reach a 100% Farm MARKET—Use the 100% INDEPENDENT Farm STATION.

1000 WATTS

KFNF

920 kc
Shenandoah, Iowa

For Availabilities, Wire or Phone, FRANK STUBBS, Shenandoah, Iowa

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* As Reported by AP on February 2, 1946

NAB Tackles Time, Music Problems

Districts Give Support To Administration of Miller, Willard

NAB last week tackled two knotty problems found at the series of eight district meetings to be top worries of the nation's broadcasters. The problems: How to avoid the spring-fall time shifts caused by metropolitan daylight saving; how to cope with a simmering musician problem that threatens to erupt into a crisis.

First half of the annual series of meetings found the midwestern, southern and western broadcasters solidly behind President Justin Miller and Executive Vice President A. D. Willard, Jr. in their administration of the trade association since they took over last October.

Two of the NAB districts—12th (Kan., Okla.,) and 6th (Ark., La., Miss., Tenn.)—suggested that Mr. Miller contact President Truman to seek use of wartime Presidential powers to keep the nation on uniform time. The use of emergency authority would be an interim step pending efforts to obtain action by Congress to legislate uniform time for the nation.

RADIO COVERAGE discussers at NAB 6th District meeting in Memphis included this quartet (l to r): Robert Elrick, media director, Pepsodent Co.; A. D. Willard Jr., executive v-p, NAB; Otto Stadelman, media director, Needham, Louis & Brorby, Chicago; Hugh Feltis, BMB president.

Swing of the NAB headquarters staff around the country found broadcasters interested in the presentation by Frank E. Pellegrin, Jr., Director of Broadcast Advertising, of media-cost figures along with progress in movements to bring about improvement in rate cards, contracts and agency recognition. Stations voiced appreciation of new small market station activities and promotional aids being developed.

Of the eight that held meetings, four even-numbered districts reelected directors and one district elected a new director. Odd-numbered districts elect directors next year.

Directors re-elected were: 16th (Ariz., So. Cal., N. M.), William B. Ryan, KFI Los Angeles; 10th (Iowa, Mo., Neb.), John J. Gillin Jr., WOW Omaha; 14th (Col., Ida., Utah, Wyo., Mont., S. D. in part), Hugh B. Terry, KLZ Denver; 12th (Kan., Okla.), William B. Way, KVOO Tulsa. The 6th District (Ark., La., Miss., Tenn.) elected Wiley P. Harris, WJDX Jackson, Miss., as director, succeeding Hoyt B. Wooten, WREC Memphis.

Nine Meetings to Be Held

Nine district meetings remain to be held (see separate list), starting with the 11th district session March 18-19 at the Radisson Hotel, Minneapolis, and closing May 16-17 at the Bellevue Stratford Hotel, Philadelphia, where the 3d District meets.

Interest was shown at the first eight meetings in the progress of Broadcast Measurement Bureau. Hugh Feltis, BMB president, attended all meetings and explained purpose of the coverage survey project. Sponsor and agency executives appeared at the meetings to endorse BMB.

At the 6th District meeting Feb. 7-8 at Memphis [BROADCASTING, Feb. 11], Otto R. Stadelman, media director of Needham, Louis & Brorby, Chicago, pointed out that with BMB, broadcasters will have a sound coverage yardstick comparable to those of other media. With the rapid progress of media, copy and programming evaluation, he said, broadcasters should keep pace by supporting BMB.

Mr. Stadelman said broadcasters have a "costly medium" from the listeners' standpoint, figuring the cost of two radio sets in each home (33,000,000 radio homes, 59,000,000 sets) plus the power to operate and repair costs. He described this as a healthy situation from standpoint of the media buyer.

Robert Elrick, media director of Pepsodent Co., Chicago, told the 6th District meeting that with BMB information it will be possible for national advertisers to get a more precise measurement of just where their radio programs

(Continued on page 84)

SALUTING

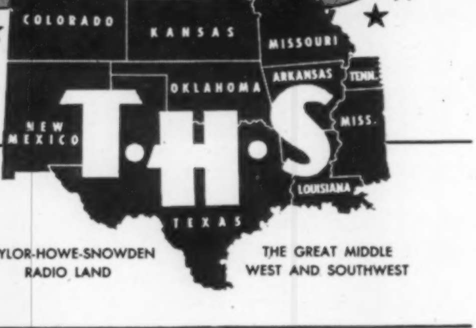
KTSA

SAN ANTONIO, TEXAS

C B S 550Kc 5,000 Watts-Day

In the theatre, the box office "take" decides the popularity of the picture. By the same token, KTSA's audience is a known factor — it's tremendous, day in and day out! Serving a population of over 1½ million buyers, a billion dollar market, KTSA is doing an OUTSTANDING programming and selling job. It has been awarded $5,000, Second Prize, in the C B S affiliated stations Program Promotion Contest.

Recognizing the wonderful results it is obtaining for advertisers, T.H.S. is proud to offer YOU the facilities and experience of this fine station



TAYLOR-HOWE-SNOWDEN RADIO LAND

THE GREAT MIDDLE WEST AND SOUTHWEST

TAYLOR-HOWE-SNOWDEN Radio Sales

SALES OFFICES

New York
Chicago
Dallas
Hollywood
San Francisco
Portland

General Offices—Amarillo

Like Co-ordinates on the Road-Map of America

. . . radio waves reach up and down and across the nation, superimposing their informative value on its far-stretching surface.

Wherever Americans live, wherever they work, wherever they travel . . radio keeps them *in touch.* In touch with news, at the moment it happens. In touch with entertainment, bringing pleasure and solace to hours of leisure. In touch with education, markets, civic affairs.

Under the call letters of Westinghouse stations, radio reaches a potential audience of 18 million eager listeners in America's busiest markets. Markets like Boston and Springfield, Mass.; Fort Wayne and Philadelphia; Portland, Ore., and Pittsburgh.

Sponsors who have charted important sales-upswings in these fat markets know how Westinghouse programs and Westinghouse service have won a continuing loyalty in the areas they cover. The results are in the record.

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • KDKA • WBZ • WBZA • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Radio Success Stories Are Assembled by NAB

BARRAGE of success stories recounting sales power of broadcasting is being released by the NAB Department of Broadcast Advertising under direction of Hugh M. Higgins, assistant director. Daily mimeographed stories are being distributed to stations.

Titled "Radio Gets Results", the series covers all branches of business and industry. When enough have been issued the department will develop a classified file of success stories. Material is being submitted by stations.

Another series, "Results From Radio", with monthly printed pieces, each an outstanding success story, is in preparation and the first release is expected in about a fortnight.

KORE Eugene, Ore., has appointed Homer Griffith Co., Hollywood, station representative, as national representative.

Radio Ads Feeling Impact of Strikes, Shortages; Six Net Programs Cancel

CURRENT nation-wide strikes, material shortages, and Government controls are making a slight dent in radio's advertising. However, cancellations are really limited, compared to the overall picture. Most advertisers have stayed through the wartime restriction period and seem to be weathering current events.

About six network shows are being cancelled.

Lear Radio drops sponsorship of Orson Welles, Sundays 1:15-30 p.m. on ABC effective March 17 because they cannot get material to make sets for sale. Agency is Arthur Kudner, New York.

Recent OPA rule regarding tobacco prices has had a direct effect on H. Fendrich Inc., Evansville, Ind. (La Fendrich), who as a result are dropping *Smoke Dreams*, Sundays 2-2:30 p.m. on ABC, as of March 3, through Ruthrauff & Ryan, Chicago.

L. D. Clark Co., due to distribution problems, is cancelling the *Mary Small Show*, Sundays 4:30-5 p.m. on ABC, through BBDO, New York.

Wesson Oil & Snowdrift, New Orleans (Southern Cotton Oil Co.), will no longer sponsor *Try and Find Me*, Monday through Friday 3-3:15 p.m. on CBS effective Feb. 22.

Rensie Watches, New York, through Weiss & Geller on March 13 will drop *The Rensie Auction Show*, Wednesdays 10-10:30 p.m. on Mutual.

Textron Fabrics drops the Helen Hayes show, Saturday 7 p.m. on CBS, because of the OPA price ceiling and production problems, effective March 2. Time period, however, has been bought by E. R. Squibb & Sons, New York. Format of show has not been revealed.

Steel shortages resulting from strike may possibly lead to Andrews Sisters show being dropped by their present sponsor, Nash Kelvinator Corp., Detroit. Geyer, Cornell & Newell, New York, agency in charge, reported that extension of the present contract is now under consideration, with the strike situation one of the determining factors.

President Truman's edict limiting wheat supplies to brewers may affect some such sponsors. Among the biggest radio advertisers are Pabst Blue Ribbon, sponsors of *Danny Kaye Show*, 10:30-11 p.m. on CBS, and P. Ballantine & Sons, who sponsor *His Honor the Barber*, Tuesday 7:30-8 p.m., through J. Walter Thompson. So far, however, none have withdrawn from their radio commitments.

Close Bet

PAT WILLIAMS, general manager of WING Dayton, Ohio, met Walter Kessler, general manager of WROK Rockford, Ill. in New York three weeks prior to the Chelsea promotion contest finals and bet him that WING would beat WROK in the contest. He won the bet ($10) when WING came in second, with WROK taking third place.

AIEE Names Ticket

J. ELMER HOUSLEY, district power manager, Aluminum Co. of America, Alcoa, Tenn., heads the official ticket of candidates as nominee for president of the American Institute of Electrical Engineers named by the AIEE nominating committee. Other candidates of the official ticket for offices becoming vacant Aug. 1, are: for vice presidents: Ernest W. Davis, Simplex Wire & Cable Co.; O. E. Buckley, Bell Telephone Labs; T. G. LeClair, Commonwealth Edison Co.; R. F. Danner, Oklahoma Gas & Electric Co.; Charles F. Terrell, Puget Sound Power & Light Co. For directors: J. F. Fairman, Consolidated Edison Co.; Raymond T. Henry, Buffalo, Niagara & Eastern Power Corp.; E. P. Yerkes, Bell Telephone Co. of Pennsylvania; for treasurer: W. I. Slichter, Columbia U.

Silencer

A GADGET to turn off radio commercials was reported at Alhambra, Calif., last week by Morris A. Kay, safety engineer and part-time inventor, who said he had applied for a patent on the device. He said it could be carried to any room of the house; the operator turns off the radio at the start of the commercial, and the gadget automatically turns it back on at the end.

SHOES

by the thousands

are made in NASHVILLE

Thousands upon thousands of Americans wear made-in-Nashville shoes . . . For this market, workers here make thousands of shoes daily—placing shoes among the leading products of Nashville . . . Such industrial activity—thriving on low cost Tennessee Valley power—adds millions to Nashville payrolls and makes this area one of the best post-war markets of America . . . Here, over a million potential buyers await your sales message, which will be delivered to the most listeners for the least money by WSIX.

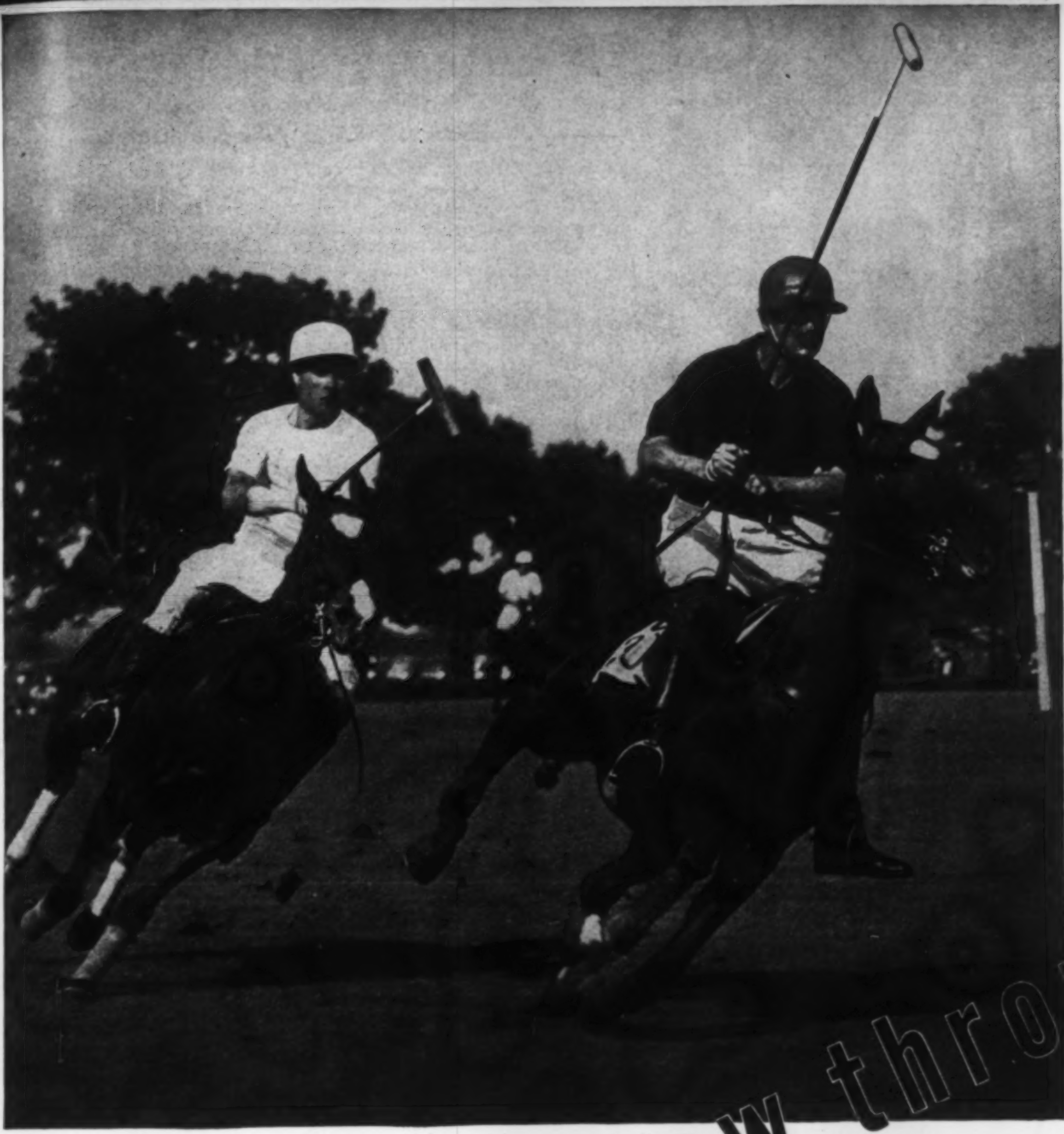
WSIX gives you all three:
Market, Coverage, Economy

AMERICAN • MUTUAL

5000 Watts, 980 K.C.

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE



follow through

is vital in high goal polo. Just as vital in the selling of radio time is the "follow through" after the initial sales impact. When it comes to servicing clients' accounts, Weed and Company follows through consistently all year long.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

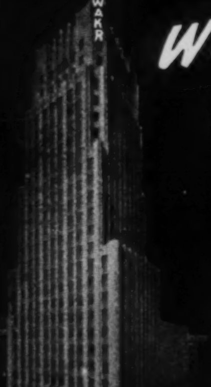
WAKR

AKRON'S *First* STATION

ALL DAY LONG

More people listen to WAKR than to **any other** station **heard** in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.



WAKR TOWERS OVER AKRON

Basic Station
AMERICAN BROADCASTING CO.
5000 WATTS · DAY & NIGHT
Weed & Co.
NATIONAL REPRESENTATIVES

A VALENTINE FOR THE NIPPONESE

Ex-Police Commissioner to Shortwave For 'Gangbusters' While Aiding MacArthur

TWELVE YEARS AGO when fiery Fiorello H. LaGuardia sought to straighten the laces of a New York police department, he drafted a tough man with a disarmingly soft name to pull the tight strings.

Lewis J. Valentine, as Mayor LaGuardia's police commissioner, began jerking up the laces at once. Within a few months after he took office, the suicide rate in the police department rose to record levels.

Last week, twelve years later, Mr. Valentine, now a radio commentator, prepared to return to his first bitter love, this time in a land where suicide is not the exception, but the rule. He had been drafted by Gen. Douglas MacArthur to reorganize Japan's Keisatsu, or civilian police. If in his new job Mr. Valentine runs true to form, ceremonial daggers and white kimonos are likely to be in sudden demand throughout the Keisatsu.

In his new job, Mr. Valentine hoped to devote himself to a combination of his first love, police work, and his newer one, radio. ABC which carries *Gang Busters*, the program on which he appears as commentator, announced that it would try to arrange for shortwave broadcasts by Mr. Valentine from Japan.

The program's sponsor, L. E. Waterman Fountain Pen Co., will continue to pay Mr. Valentine his usual fee. At times when atmospherics prevent Mr. Valentine from broadcasting, other prominent police officers will substitute on the show.

With his new career in radio virtually uninterrupted and his old one as a police boss stimulating him again, Mr. Valentine last week prepared to depart Feb. 25 for Japan. Like a war horse resaddled for a battle, Mr. Valentine is eager to join the fray. Said he: "I am delighted that I have found my way clear to . . . aid General MacArthur."

Four Local News Spots Inaugurated by WILM

FOUR programs daily of local news are now being broadcast by WILM Wilmington, Del., under direction of Henry L. Sholly, appointed station news editor under WILM reorganization and expansion. Programs are said to be first such service to be offered to the Wilmington area.

Mr. Sholly, released from the Army last month as sergeant, formerly had been WILM announcer and Wilmington correspondent for out-of-town publications. He previously had been for five years on the news staff of the Wilmington *Sunday Star*. A resident of Wilmington for many years, Mr. Sholly also did news writing and camp newspaper work while in service.

Local newscasts are spotted 7:45 a.m., 12:15 p.m., 6 p.m. and 11 p.m.

Truman Honored

PRESIDENT TRUMAN, elected honorary member of Philharmonic-Symphony Society of New York, will receive honor formally from society's board of directors in White House ceremony in April. He is second president to get honor, Calvin Coolidge having been first.

SYLVANIA ELECTRIC PRODUCTS Commercial Engineering Department, Emporium, Pa., has issued a book of tables charting average characteristics of Sylvania tubes, with tube and base diagrams.

COURT OF APPEALS UPHOLDS PEARSON

RIGHT of a radio commentator to comment on the personal affairs of persons in the public eye was upheld last week by the U. S. Court of Appeals for the District of Columbia. Dismissal in the U. S. District Court for D. C. of a $100,000 damage suit against Drew Pearson, WMAL Washington, the Blue Network (now ABC), Shoreham Hotel in Washington, and O. John Rogge, Dept. of Justice special prosecutor, filed by Ernest F. Elmhurst, one of the defendants in the 1944 sedition trials, was upheld.

On June 30, 1944, during his ABC network commentary (then sponsored by Serutan), Mr. Pearson said: "I can now reveal to you that Ernest F. Elmhurst, a defendant in the sedition case, is working as a bartender and waiter at the Shoreham Hotel in this city and that he is in a position to overhear private conversations carried on by James F. Byrnes, Barney Baruch and other high officials."

Elmhurst Allegations

Mr. Elmhurst sued, alleging that Mr. Rogge had "procured Pearson to make the statement concerning him." Plaintiff alleged further that he had been dismissed by the Shoreham because of the Pearson broadcast. Shoreham Hotel answered but the other defendants filed motion to dismiss, which was granted by the court.

The Court of Appeals opinion, written by Justice Wilbur K. Miller and concurred in by Chief Justice D. Lawrence Groner and Justice J. Barrett Prettyman, concluded that "the appellant's misfortune in being a defendant in the nationally-discussed sedition trial made him the object of legitimate public interest and that, consequently, Pearson, had the right to comment as he did." The appellate court upheld the lower court's ruling that "the right of privacy does not include protection from publication of matter of legitimate public or general interest."

HAVING A WONDERFUL TIME

HAROLD GRAMS (left) and J. ROY STOCKTON of KSD's "News and Sports"—6:00 to 6:15 p. m. daily except Sunday. Grams is a former college athlete and noted for his on-the-scene descriptions of sports and other special events. Stockton is a past president of the Baseball Writers Association and author of a full-length book about the St. Louis Cardinals.

Headlining St. Louis' favorite sports program is a pleasant assignment, and J. Roy Stockton and Harold Grams enjoy it to the utmost. The name of their show is "NEWS AND SPORTS," and it's on the air at six o'clock each evening, Monday through Saturday. The first five minutes are devoted to Grams' summary of the news; the remainder of the quarter-hour to a discussion of sports topics between Stockton, Grams and their special guests.

Stockton is recognized as one of America's leading sports writers. His column, "Extra Innings," which appears daily in the Post-Dispatch, is widely read throughout the St. Louis area. His articles about baseball stars have appeared in the Saturday Evening Post and other national magazines. His record as a radio sports commentator dates back to 1934.

Grams is one of the best known special events and news announcers in the St. Louis area. He has an impressive background as a play-by-play sports announcer, and is familiar with the rules, regulations and records of all major sports activities. He was the only announcer on any St. Louis station to broadcast play-by-play collegiate football during the 1945 season. (Eight games divided between the Universities of Missouri and Illinois, all sponsored.)

Special guests who have appeared with Stockton and Grams on the "News and Sports" show include Southworth, Frisch, Stuhldreher, Sewell, Boudreau, Conzelman, Dempsey, Farout, etc. Current sponsor has had the program since May, 1944.

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

AUDITORIUM CALLED HELP TO PRESIDENT

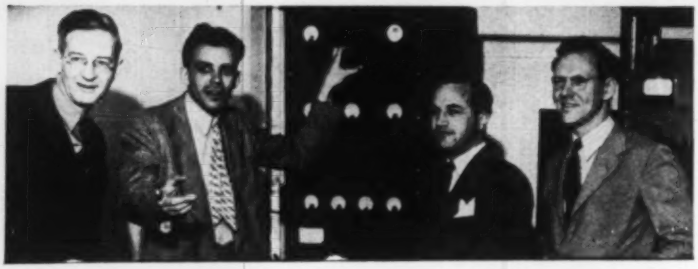
PROPOSED auditorium in the West Wing of the White House, blocked by action of the Senate Appropriations Committee [BROADCASTING, Feb. 11], would be a convenience to the President as well as to broadcasting and newsreel companies, the Committee learned in testimony taken Feb. 5 and just made public.

Lorenzo S. Winslow, architect of the White House, pointed out that the technical arrangements for broadcasts, television, newsreels and still photographers are tremendous. In the case of a broadcast, he said, it takes 15 or 20 men three or four days to arrange their wires, and they are strung all over floors.

Senator McKellar (D-Tenn.), committee chairman, agreed this was burdensome but didn't want a moving picture theatre in the White House. Mr. Winslow explained that the auditorium actually was a conference room for the convenience of the President as well as radio and newsreels.

Like Senator Maybank (D-S. C.) Mr. Winslow felt the installation of permanent wiring in the proposed room would save many man-hours of labor which otherwise might be devoted to installation of phones in homes.

Mr. Winslow said there is not a department head in the Government who works under the same inconveniences as the President.



TRANSMITTER TUNING at new KCMJ Palm Springs, Cal., which formally opens Feb. 20, is watched by Comr. Clifford J. Durr (l) on western hearing tour. Others are (l to r): William Murtough, KCMJ chief engineer; John P. Hearne, FCC Pacific Coast regional attorney; Clinton Jones, general manager.

everybody knows

WBIG

means good broadcasting

columbia affiliate
greensboro, n. c.
represented by hollingbery

Jack Benny Leads Pacific Coast Poll

Hooper Report Places Skelton Second, Hope Third

JACK BENNY, with a rating of 33.7, was the favorite with Pacific Coast listeners during January, according to the report of C. E. Hooper Inc., which showed Red Skelton second with 29.9 and Bob Hope third with 26.1.

Others of the first 15 were: Walter Winchell, 26.1; Fred Allen, 25.4; *Charlie McCarthy Show*, 23.6; *Great Gildersleeve*, 22.9; Abbott and Costello, 22.4; *Radio Theatre*, 20.9; *Fibber McGee and Molly*, 20.8; *Aldrich Family*, 20.7; *The Whistler*, 20.6; *Screen Guild Players*, 19.5; *Can You Top This*, 18.5; *Truth or Consequences*, 17.5.

Report shows average evening audience of 9.4, an increase of 0.4 from the December report but down 0.3 from January 1945. Average evening sets-in-use was 34.3, 2.0 more than December, 1.4 less than a year ago. Average evening available audience was 78.6, up 1.8 since December, no change from a year ago.

Average daytime rating was 3.8, up 0.1 from December, down 0.4 from a year ago. Average daytime sets-in-use was 16.0, down 0.3 from December, up 0.4 from a year ago. Average daytime available audience was 69.8, up 0.9 from December, up 1.7 from a year ago.

* * *

CAB Ratings

Most popular daytime program is *Breakfast in Hollywood*, with a rating of 7.2 for the first 15 minutes and of 7.5 for the second 15 minutes, according to the Feb. 6 report of the Cooperative Analysis of Broadcasting, which has rated this program as the daytime top for the last four reports.

Other leading daytime shows are: *Stella Dallas*, 6.8; *Pepper Young's Family*, 6.7; *Ma Perkins* (CBS), 6.7; *Portia Faces Life*, 6.6; *Kate Smith Speaks*, 6.5; *When a Girl Marries*, 6.5; *Young Widder Brown*, 6.5; *Right to Happiness*, 6.3; *Our Gal Sunday*, 6.3; *Big Sister*, 6.3; *Ma Perkins* (NBC), 6.1; *Lorenzo Jones*, 6.0; *Romance of Helen Trent*, 6.0.

Top weekend daytime programs were: *One Man's Family*, 8.6; *Westinghouse Program*, 8.4; *Shaeffer Parade*, 7.9; *Electric Hour*, 7.8; *Prudential Family Hour*, 7.6.

Average popularity rating of daytime programs was 4.4, a decrease of 0.2 from the last report and of 0.4 from a year ago. Average sets-in-use in afternoons was 15.7, up 0.1 from the last report and up 0.6 from a year ago. Morning sets-in-use was 14.2, up 0.1 from the last report, up 0.1 from a year ago.

McCLATCHY BROADCASTING Co. stations KFBK KWG KMJ KERN again will air official frost warning bulletins during March and April.

KECA Hollywood has added midnight to 1 a.m. to its broadcast day, seven days a week.

ABRAHAM LINCOLN SAID . . .

"I want every man to have the chance . . . in which he can better his condition. . . . And freedom of press will maintain it."

PRESIDENT TRUMAN SAID . . .

. . . Radio "must be maintained as free as the press."

Free Speech Mike

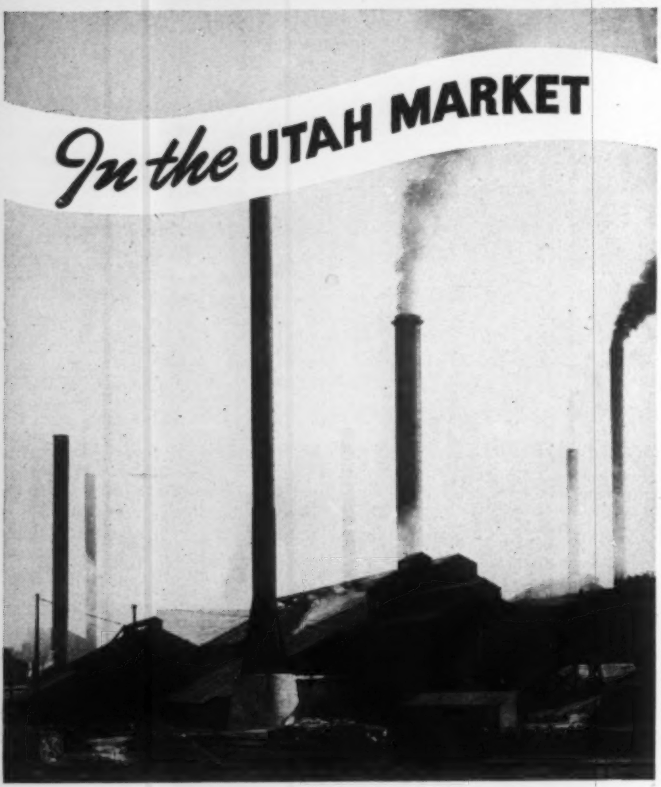
WJR

THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"

Columbia Broadcasting System Basic Station

Fisher Building, Detroit



The world's largest non-ferrous smelting operations are centered within 50 miles of Salt Lake City. These smelters treat ores from Utah and many other states, and even from some foreign countries. Utah's mining, milling and smelting industry assures dependable buying power in this state.

Local Advertisers Know KDYL Brings Results

The POPULAR Station

Smelter workers along with all other Utahns turn naturally to KDYL for radio entertainment — for the brilliant NBC Parade of Stars and for always-interesting local features. KDYL's twenty-three years of "know-how" assures results for local and national advertisers.

KDYL

SALT LAKE CITY

UTAH'S NBC STATION

National Representative: John Blair & Co.

Foreign Newscasts Vital, Says Evans

Westinghouse Believes State Dept. Should Supervise

WESTINGHOUSE believes there should be continued transmission of news to foreign nations via shortwave facilities—and that the State Dept. should supervise preparation of all news commentaries broadcast on such facilities.

This was the observation of Walter Evans, vice president and general manager, Westinghouse Radio Stations Inc. when asked in a BROADCASTING survey about the efforts by State Dept.'s Assistant Secretary in Charge of Public Affairs, William Benton, to obtain appropriations for continuation of the Government's international broadcastin gactivity [BROADCASTING, Feb. 4]. Mr. Evans also was questioned on the recent announcments by Associated Press and United Press that they would cancel their news services to the Government-operated shortwave stations.

Evans' Statement

Mr. Evans' statement:

"We believe that continued transmission of news reports from the United States via shortwave radio to all parts of the world is of vital importance if we are to establish a lasting peace in our fast-shrinking world of atomic energy and lightning-fast communications.

"It is only by a continuing exchange of information and ideas that we can overcome the natural prejudices and mistrusts fostered by great geographic separations and even greater chasms of diverse languages and customs.

"So long as these reports are maintained on a 100% factual basis we see no objection to using the regular files of U. S. press services.

"However, if there is to be any interpretation of or comment on the news all copy should be prepared by and broadcast under the direction of the State Department, first, as a precaution because such utterances will be regarded in many quarters as quasi-official statements of the government of the United States; and second, because no private news service should be expected to jeopardize its reputation for factual reporting and risk incurring a propaganda label."

Jesse Adler

JESSE ADLER, 60, president of the Adler Sons Shoe Corp., New York, died Feb. 8 in St. Mary's Hospital, New York, of coronary thrombosis. Mr. Adler was one of the first men to use "reverse advertising" in which the radio m.c. comments acidly about the product. Henry Morgan on WJZ New York made Adler Shoes famous with his "insulting" remarks. Mr. Adler leaves two brothers and four sisters.

MORE than 100,000 ballots were distributed to listeners voting to select six of operas to be broadcast over ABC next season by Metropolitan Opera Co.

MUSICASTING

WBBM Singer Summarizes News in Lyric Form

MELODIC newscasting is now being thrust upon Chicago listeners. Bob Atcher, WBBM Chicago folk singer, is bringing radio its news in verse combined with old time folk melodies. Exemplifying how news in ancient times was set to music and sung in the streets by the town criers and troubadours, Mr. Atcher concludes each program (2:15-2:30 p.m. CST, Mon. thru Fri.) with a summary of the present day's events in melody. "Lyrics" are supplied by Frank Barton, WBBM news staff; music by Mr. Atcher.

BBC'S TELECASTING TO RESUME SHORTLY

BRITISH Broadcasting Corp. television broadcasting, suspended since the outbreak of the war, will be resumed soon, a BBC spokesman in New York reported last week.

At the time BBC ceased television operations, there were from 20,000 to 25,000 receivers in Britain, and television experts were predicting that there would be 80,000 by Christmas, 1940.

Although no precise date has been set for resumption of British telecasting, Maurice Gorham, BBC's recently appointed television chief, announced in London a fortnight ago that operations would begin in the near future.

RCA Tube Div. Expands; Gets 14 New Field Reps

EXPANSION of the renewal sales department of the RCA tube division and appointment of fourteen field sales representatives have been announced by David J. Finn, manager of the department.

Five representatives were appointed in the New York districts, Ted Martin, Boston; Wendell H. Allen and George E. Dittman, New York City; Joseph J. Kearney, Syracuse; and Victor W. Williams, Baltimore.

In the Chicago district, representatives are Stanley H. Byquist, Kansas City; W. L. Garrett, Chicago. In the Cleveland district are Frank Gallagher, Cleveland, and Kenneth B. Shaffer, Cincinnati. The Dallas district has Lysle O. Shanafelt, Atlanta, Ga.; Joseph R. Flemming, Memphis; and William J. Wright, Dallas.

Appointed to the California district were Edwin L. Simon, San Francisco, and Hal F. Bersche, Los Angeles.

Soapine Plans

KENDALL Mfg. Co., Lawrence, Mass. (Soapine), has appointed Henry A. Loudon Co., New York, as agency. Spot announcements, regional and participating shows will be used starting April 1.

WHAT IS THE MEASURE OF
A BETTER RECORDING DISC?

JUST by the simple expedient of putting a ruler to a recording disc, you can, in one sense, "measure" recording quality.

The disc must reflect a *true* image. Any imperfection in the reflection means that you can expect corresponding imperfection in recording characteristics. That's just A-B-C.

But a *better* recording disc must possess many other in-built qualities in addition to a flat, smooth, mirror-like surface:

For recording, it must have (a) split-hair accuracy in thickness of coating (b) easy cutting characteristics (c) positive thread-throw with no annoying static and (d) these qualities must not change — *regardless of the age of the disc.*

For playback, it must have (a) brilliant high frequency response (b) no audible background scratch, even after many playings (c) no increase in surface noise from the time of recording to playback or processing.

— *And finally,* these qualities must last as long as the recording is needed. *There must be no deterioration with the years.*

* * *

You cannot discover these qualities in a recording disc, by any yardstick we know of — except one:

Just look for the name Audiodisc — because it assures you all the qualities named above — a combination you will not find in any other recording disc.

Audiodiscs are manufactured by a patented, precision-machine process which is *uniquely* theirs, and the *Audiodisc* recording lacquer is produced from a formula developed by our research engineers. Thus, *Audiodisc* quality is consistently dependable. It is fully controlled—straight through from raw materials to finished disc.

There is an *Audiodisc* designed and priced for every recording need. No matter what the purpose, the name *Audiodisc* is, and will remain, the measure of a *better* recording disc.

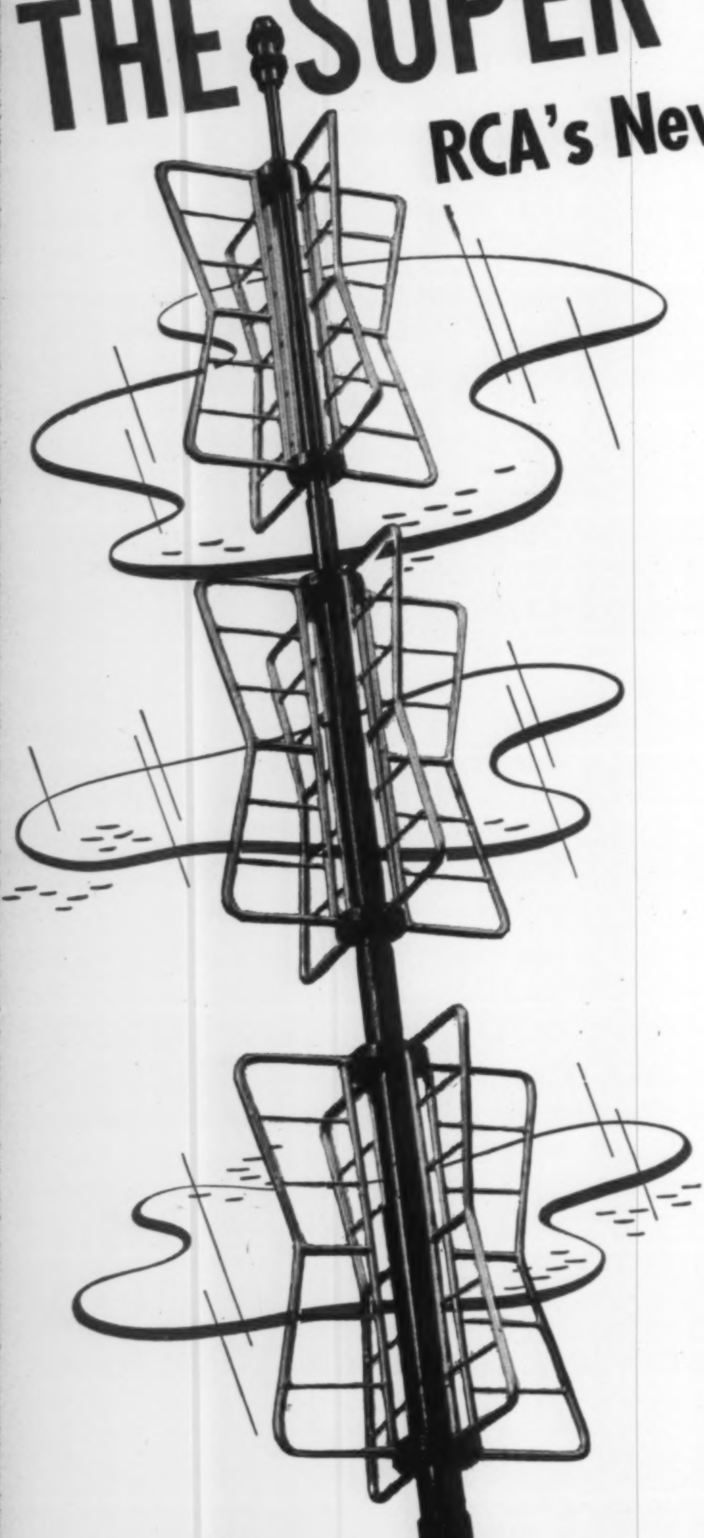
AUDIO DEVICES, INC., **444 Madison Avenue, New York 22, N. Y.**

Audiodiscs manufactured in U.S.A. under Exclusive License from La Societe Des Vernis Pyrolac — France.

they speak for themselves **audiodiscs**

THE SUPER TURNSTILE-

RCA's New, Wide-band, High-gain



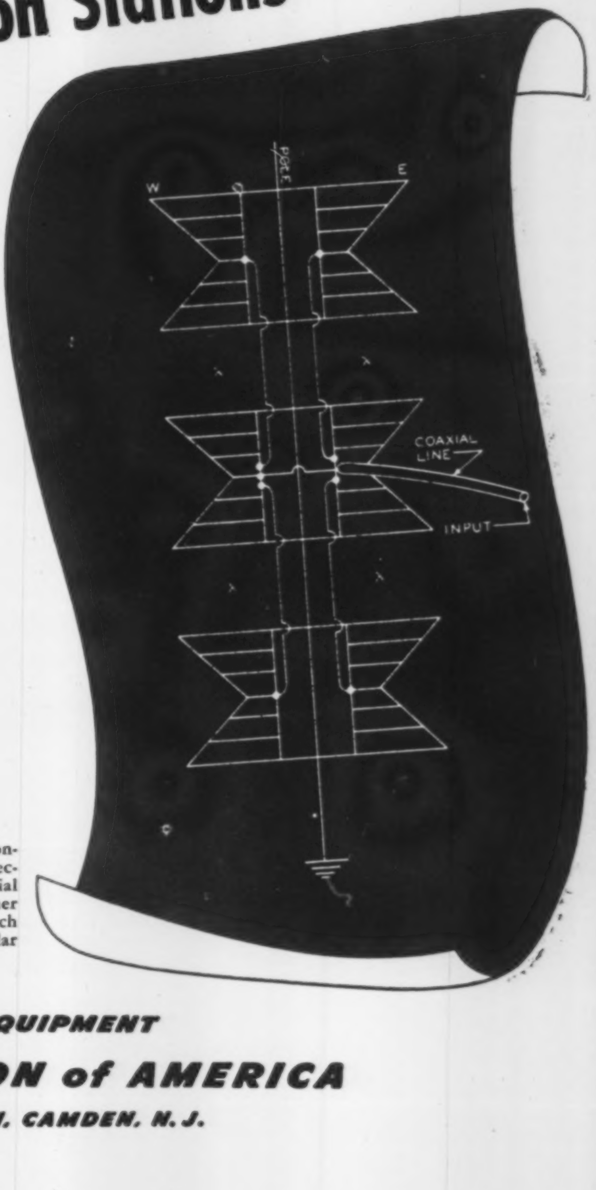
- Extremely broad frequency characteristics
- High gain (approximate power gain: 1.25, 2.5 and 4 for one-, two- or three-section antennas)
- Lower transmitter power for a given coverage
- One size operates at any frequency from 88 to 108 mc
- Handles up to 20 kw—which can be increased very simply by substitution of larger feed line
- Easy and inexpensive to install—single-pole mounting
- Fewer feed points and end seals
- Pre-tuned at factory
- No field adjustments required
- A standardized, "packaged" item—comes complete
- Entire structure can be grounded
- Circular field pattern (easily modified for FM to "figure-8" or in-between patterns)
- Withstands high-wind conditions and ice
- Two FM transmitters can be diplexed into a single antenna
- Both sound and picture television transmitters can be diplexed into a single antenna

RCA'S NEW LINE OF FM

←**The 250-watt FM exciter** featuring new circuits, new tubes, and a new type of construction.

The 1-kw FM transmitter. → Note how RCA's "add-an-amplifier" design results in "single-unit" appearance for any power size.

Antenna for FM and Television Stations



This new RCA antenna, we believe, is a real step forward in the art of FM and Television Broadcasting.

Its most notable feature is the use of bat-wing shaped "current-sheet" radiators in place of the dipole arms of prewar turnstiles.

The chief effect of the "current-sheets" is to broaden the antenna's operating characteristic so that the impedance reflected on the transmission line is almost equal to that of the line itself over a frequency range of 20 per cent—nearly twice the entire FM band! Hence, there are no tricky field adjustments to worry about.

Write today for a copy of our new leaflet which fully explains how this unique antenna works, and why it assures you the long list of advantages summarized at the left. Radio Corporation of America, Dept. 18-B, Broadcast Equipment Section, Camden, N. J.

The West-East "current sheets" showing the transmission-line connections. The sheets are fed in push-pull. For television, the connections are made as shown here, i.e., the outer conductor of the coaxial line is attached to the one sheet and the inner conductor to the other sheet. For FM, separate coaxial lines feed the two sheets of each dipole. The North-South radiators (not shown) are fed in a similar manner, but with a 90-degree phase displacement.

BROADCAST AND TELEVISION EQUIPMENT

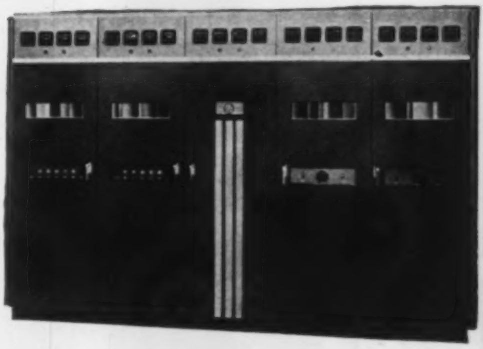
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

TRANSMITTERS FEATURING "DIRECT FM" AND "GROUNDED GRID"

← **The 3-kw FM transmitter.** A new, hollow base frame on all ratings provides space for inter-unit wiring. No under-floor conduits required.

The 10-kw FM transmitter. Controls for all ratings centralized on flush-mounted strips accessible through centers of doors. (25- and 50-kw ratings will also be available.) →



CBS Kneescast

DISTINCTION of being reputedly the first man ever to give a coast-to-coast CBS newscast on his knees goes to Ernest McIver, newsman of WTOP, Washington CBS station. During Bill Henry's 8:55 p.m. full network news spot, Mr. McIver was timing the show, stopwatch in hand, when Mr. Henry's voice suddenly gave out. Gasping, "Someone else will have to read this," Mr. Henry pushed his chair back and handed the script over to Innocent Bystander McIver. With no chair available, Mr. McIver had to fall to his knees to reach the table mike. But the show went on—and ended on the nose as well as on the knees.

Forty-Odd Station Licensees Are Denied Tax Relief Under Provisions of Code

TAX RELIEF for some 40 corporate licensees of radio broadcast stations who are not now eligible to apply for it under provisions of the Internal Revenue Code is a possibility under a change in the Code proposed by F. Cleveland Hedrick Jr. of the Washington law firm of Pierson & Ball. Mr. Hedrick, appearing for WLOL Minneapolis, recommended the change in section 722 (c) of the Code at a recent meeting of a Congressional Joint Committee on Internal Revenue Taxation.

The amendment recommended would put all corporations commencing business after Dec. 31, 1939, on the same footing. Mr. Hedrick said a check of FCC records had revealed that approximately 40 licensees are in the same predicament as the Minneapolis Outlet.

As the Code now provides, a licensee corporation may be inadvertently penalized by the date on which it was organized, he explained. Thus, if a corporation commenced business during or immediately before a base period designated as 1936-1939, or if it was incorporated after this period it is eligible to apply for relief.

But a corporation such as The Independent Merchants Broadcasting Co., licensee of WLOL, which was organized during the base period (1936-1939) but did not actually commence business until after 1939 is not entitled to apply for relief under section 722 of the Code.

Independent Merchants Broadcasting Co. was incorporated in 1938, but the construction permit for which it applied in May 1939 was not granted by the FCC until Jan. 17, 1940. Under the meaning of the Code as interpreted by the Internal Revenue Bureau, said Mr. Hedrick, the licensee of WLOL did not "commence business" until after 1939 and is not therefore entitled to apply for tax relief under section 722(c).

Mr. Hedrick emphasized in his statement to the committee that reports by both House and Senate committees on the Internal Revenue Act of 1942 made references clearly indicating the intent of the Act to apply to corporations commencing business after Jan. 1, 1940.

"In view of the (above) legislative history and in principle there does not appear to be any basis for distinguishing between a corporation which commenced business after Dec. 31, 1939, although it came into existence prior to Jan. 1, 1940, and a corporation which both came into existence and commenced business after Dec. 31, 1939," said Mr. Hedrick.

Awards to Radio Given By Brotherhood Group

NATIONAL Conference of Christians and Jews has selected seven radio programs and personalities to receive the annual Brotherhood Week awards for outstanding contributions to national unity and collaboration of all faiths.

Awards were made to: Arch Oboler, as the individual in radio who has consistently fought hate and prejudice; Helen Hayes and *Textron Theatre* for the best single program, "My Little Boy"; Jewish Theological Seminary of America and NBC for the best network religious series, *The Eternal Light;* Bristol-Myers Co. and Edward Byron for the outstanding network series, *Mr. District Attorney;* and to WFIL Philadelphia, the local radio station with the best record of promoting inter-faith and inter-racial goodwill in 1945.

Two special awards were made to best single religious broadcasts, "Letter From Paul" on the *Catholic Hour*, produced by National Council of Catholic Men and NBC; and to the best regional network series, CBS's Pacific network's *My Brother's Blood.*

Wyoming Net Starts

FORMATION of the Wyoming Network, linking KDFN Casper, KWYO Sheridan and KVRS Rock Springs, became effective Friday (Feb. 15). New net will air Mutual programs and will be affiliated with the Intermountain Regional Network, according to H. L. McCracken, general manager of KVRS, which has been a Mutual affiliate the past two years. KRJF Miles City, Mont., becomes affiliated with Mutual and Intermountain.

KFYR's "Who's Who"

KFYR

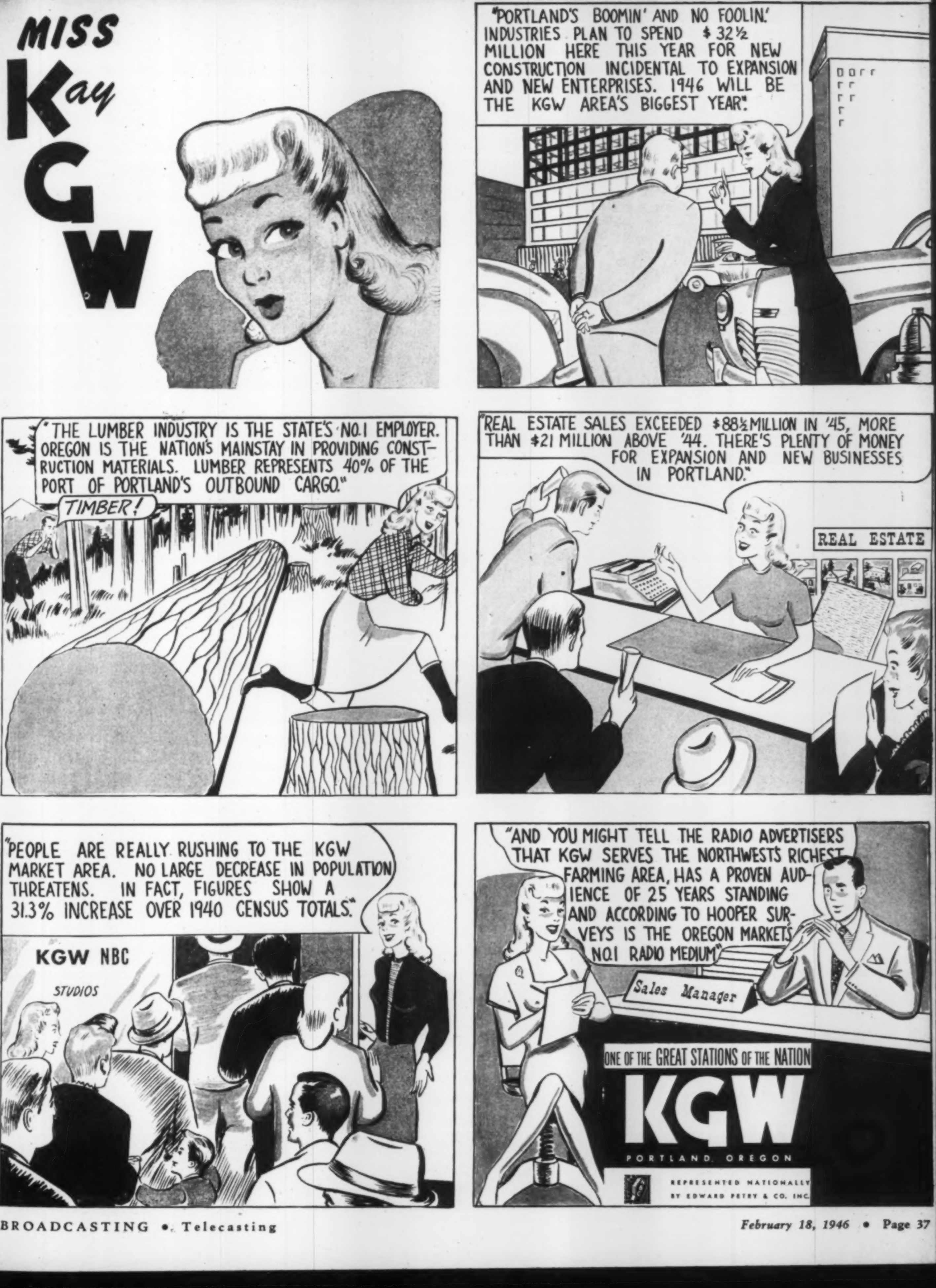
Alex Rosen Clothiers
American Chicle
American Dairy Ass'n.
American Home
American Tobacco Co.
Batavia Metal Products
Paul F. Beich Co.
Bowman Furniture Co.
Bristol Myers
Brown & Williamson
Butternut Coffee
Buttrey Stores
Campbell Cereal Co.
Carnation Company
Carter Products, Inc.
Chamberlain Lotion
Cities Service Oil Co.
Colgate Dental Cream
Colgate-Palmolive-Peet Co.
Coughlin Brothers
Dacotah Seed Co.
Daveau Music Co.
Du Pont
Ex Lax, Inc.
First Church Christ. Scientist
First National Bank, Bismarck
Firestone Tire & Rubber
F. W. Fitch Co.
J. A. Folger Co.
Foster Milburn Co.
Gamble Robinson Co.
Gamble Stores
General Electric Co.
General Foods Corp.
General Motors Co.
Andrew Jergens
Gold Seal Co.
Goodyear Tire & Rubber
Greengards Clothiers
Griggs Cooper & Co.
Grove Laboratories
Hamm Brewing Co.
Helen's Frock Shop
Hilex Company
International Harvester
Johnson & Johnson
S. C. Johnson Co.
Kraft Cheese Co.
Land O'Lakes
Land O Nod
Leaf Gum
Lever Brothers Co.
Lewis Howe
Libby McNeil & Libby
Liggett & Myers
Thomas J. Lipton, Inc.
Little Crow Milling Co.
Longines-Wittnauer
P. Lorillard
Luden's, Inc.
Lutheran Hour
Manchester Biscuit Co.
Manhattan Soap Co.
Mantle Lamp Co.
Mars, Inc.
McKesson & Robbins, Inc.
Mentholatum Company
Miles Laboratories, Inc.
Minneapolis Brewing Co.
Molle Centaur
Morrey Alan
Morton Salt Co.
Newday Seeds, Inc.
N. D. Farmers Union
N. D. Mill & Elevator
N. W. Hanna Fuel Co.
Northwestern Bell Telephone
Oelwein Chemical Co.
Perfex Company
Peter Paul, Inc.
Phillip Morris, Ltd.
Pinex Company
Plough Sales Corp.
Poultry Tribune
Proctor & Gamble Co.
Rausch Furniture Co.
RCA-Victor
Reid Murdoch & Co.
R. J. Reynolds
Rit Products Corp.
Robertson's
Rose Shop
Russell-Miller Milling Co.
S & L Store
Salisbury & Satterlee Co.
Shark's Men's Stores
W. A. Sheaffer Pen Co.
Socony Vacuum
Standard Brands, Inc.
Standard Oil Co.
State Fur Company
Sterling Products
Tide-Water Associated Oil Co.
Twin-City Wholesale Grocers
U. S. Army
Vantine Paint & Glass
Westinghouse Electric Co.
Oscar H. Will & Co.

Why not let us add your name to our roll of "Who's Who" on KFYR? The results will speak for themselves!

Write Direct or Ask Any John Blair Man Today

KFYR

BISMARCK, N.D.
5000 WATTS
550 KILOCYCLES
NBC


MISS Kay KGW
"PORTLAND'S BOOMIN' AND NO FOOLIN.' INDUSTRIES PLAN TO SPEND $32½ MILLION HERE THIS YEAR FOR NEW CONSTRUCTION INCIDENTAL TO EXPANSION AND NEW ENTERPRISES. 1946 WILL BE THE KGW AREA'S BIGGEST YEAR."
"THE LUMBER INDUSTRY IS THE STATE'S NO.1 EMPLOYER. OREGON IS THE NATION'S MAINSTAY IN PROVIDING CONSTRUCTION MATERIALS. LUMBER REPRESENTS 40% OF THE PORT OF PORTLAND'S OUTBOUND CARGO."
TIMBER!
"REAL ESTATE SALES EXCEEDED $88½ MILLION IN '45, MORE THAN $21 MILLION ABOVE '44. THERE'S PLENTY OF MONEY FOR EXPANSION AND NEW BUSINESSES IN PORTLAND."
REAL ESTATE
"PEOPLE ARE REALLY RUSHING TO THE KGW MARKET AREA. NO LARGE DECREASE IN POPULATION THREATENS. IN FACT, FIGURES SHOW A 31.3% INCREASE OVER 1940 CENSUS TOTALS."
KGW NBC STUDIOS
"AND YOU MIGHT TELL THE RADIO ADVERTISERS THAT KGW SERVES THE NORTHWEST'S RICHEST FARMING AREA, HAS A PROVEN AUDIENCE OF 25 YEARS STANDING AND ACCORDING TO HOOPER SURVEYS IS THE OREGON MARKET'S NO.1 RADIO MEDIUM."
Sales Manager
ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

SHOW HELPS TILL

Program Origination Boon To Cincy Cafeteria

WHAT DO AUDIENCE participation shows from restaurants mean to the owner of the establishment? Margaret M. Pressler, proprietor of the Cincinnati cafeteria wherein WCKY's *Birthday Club* originates reports:

(1) Total business up 400 customers per day.

(2) Additional *Birthday Club* members have necessitated a step-up in service—now at a high of five guests per minute.

(3) Restaurant last week set all-time crowd record.

(4) However, 250 women patrons on an average will remain in restaurant throughout 30 minutes of broadcast.

(5) An increase in business at times other than program time.

Pay Increases Averaging 33 to 45% for Musicians

PAY RAISES averaging from 33 to 45% for approximately 68 musicians employed by five Philadelphia stations are provided in new contracts with Philadelphia Musical Society, Local 77, American Federation of Musicians, union officials said last week.

The contracts are with WCAU KYW WFIL WIP WPEN [BROADCASTING, Feb. 11], and cover a one-year period. Officials of the union said none of the stations was required to employ additional musicians. They declined to give figures on the wage provisions except in percentage terms. Largest increase, they said, was a 56% raise for one musician. KYW and WCAU, with 17 each, employ the largest number of musicians.

KMPC Hollywood will broadcast play-by-play broadcasts of local professional football games starting Sept. 6.

MEXICO DOES IT THE HARD WAY

No Holds Barred in Y & R's Latin Version Of 'Truth Or Consequences'

Announcer Luis Caceres

CARAMBA! What these Latins won't do for a gag!

The Mexicans are leaving their inhibitions in the hacienda to throng to *Albricias y Sorpresas* (Prizes and Surprises) on XEW Mexico City. *Por Que?* To do such things as remove and press their trousers in full view of the howling audience, to eat—without spoons *or hands*—through a ten pound bowl of gelatine to unearth a 50 peso gold piece at the bottom of the bowl. And one senorita took a bath in a tub on the stage.

High spot of this virile Latin version of *Truth or Consequences* came when Joaquin Grajales, m.c., ordered stage hands to string up Announcer Luis Caceres by his feet. Suspended 20 feet in the air (take a good hold on your chair and see above), Luis was forced to read the closing commercial upside-down. The audience yelled like a mob at a bull fight.

Borden Co. puts on the half-hour show every Tuesday for Klim, a powdered milk product. Young & Rubicam, Mexico, admits to being the agency, and describes the show, quaintly, as "unconventional."

Jacques Brazy, radio director for Y & R's Mexico City office and producer-director of the program, promises even "funnier gags in the future." He is probably planning a scheme to string the audience up by its feet any Tuesday now. *Quien Sabe?*

WINX SENDS OUT PUBLIC SERVICE DISC

A NEW DEPARTURE in public service broadcasting has been undertaken by WINX, 250 w independent in the Nation's Capital, which is owned by the *Washington Post*. Wayne Coy, general manager of WINX, sent to 52 selected stations throughout the Nation pressings of a 15-minute show which was broadcast Feb. 7.

The program was an interview with Fred Vinson, Secretary of the Treasury, and Will Clayton, Assistant Secretary of State, on the proposed U. S. loan to Great Britain. Herbert Elliston, associate editor of the *Post*, conducted the interview.

With the shipment of the transcribed release to the 52 stations went a letter from Mr. Coy, who explained that the transcriptions were being sent in the hope that the stations could find space in their schedules for broadcasting the show. Mr. Coy pointed out that WINX had no interest beyond providing for these stations a "discussion which is timely and important."

Always in the Farm Picture
WIBW

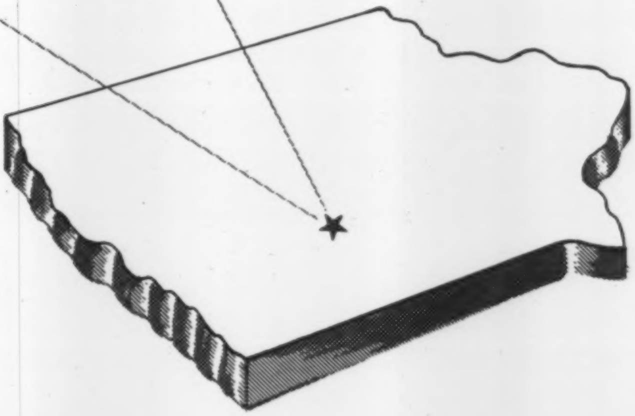
For 20 years, WIBW has been an active, constructive force in American Agriculture. If it's a new, tested method . . . an improved machine . . . a better disease control . . . or a more productive crop, farmers in Kansas and adjoining states usually hear of it **first** over WIBW.

As a result, WIBW has a huge farm and rural community audience whose listening loyalty and quick buying response is second to none. If your product is used by such families, you can reach and sell them **faster** by using WIBW.

WIBW IN TOPEKA "The Voice of Kansas"
BEN LUDY General Manager
COLUMBIA'S OUTLET FOR KANSAS
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS INC NEW YORK CHICAGO, KANSAS CITY, SAN FRANCISCO

Des Moines . . .

focal point of a two billion dollar market*



KSO **gives you Des Moines and Central Iowa at the *lowest*-cost-per-listener . . . for *pleasant, profitable* sales promotion**

Reach the rich Des Moines and Central Iowa market at a *lower cost per listener* over KSO. KSO's concentrated coverage, moderate rate structure, make it the *best buy* in Central Iowa.

Alert advertisers have been quick to embrace KSO's *resultful* coverage. Last year 147 Des Moines advertisers told their sales story over KSO . . . which shows that folks in our own backyard, who *know* what's going on in Central Iowa, *prefer* KSO.

**Des Moines' total business last year exceeded $2,425,000,000 (total check transactions). Since this amount is almost exactly equal to the spendable income of Iowa ($2,350,000,000), Des Moines' place in Iowa business is clearly indicated. Source: Des Moines Chamber of Commerce.*

KSO

DES MOINES, IOWA • 5000 WATTS
Basic CBS Outlet in Central Iowa
Kingsley H. Murphy, Owner George J. Higgins, General Manager
Represented by Headley-Reed Co.

CBS

POLICE RADIO ROOM, City Hall, is the scene of this WPEN Philadelphia broadcast, where Announcer Ed Hurst and Engineer George Pearce are here collaborating with Sgt. Aloysius Trevi of the police radio in the task of advising motorists on the best routes to follow in avoiding traffic jams during the transportation strike.

Pittsburgh, Philly Stations Give Top Coverage in Strikes

RADIO'S VOICE in Philadelphia and Pittsburgh during the transportation tie-up and power strike was a potent factor. It fed essential information and public notices to populations hungry for any scrap of information which would ease the difficulty of going about daily business or give a ray of hope that the crisis was ending.

In Philadelphia where nearly 10,000 members of the Transport Worker's Union (CIO) walked out in a strike which paralyzed transportation facilities serving 3,000,000 people in the metropolitan area, stations gave around-the-clock spot coverage of developments, frequently interrupting scheduled programs to insert a flash on latest developments. Programs were rescheduled in several instances to allow broadcast of important strike news and special events.

Pittsburgh's power strike, involving some 3,400 power company workers belonging to an independent union, affected homes and hospitals, as well as industrial plants and transportation. In addition to 18 regular daily newscasts, KDKA News Editors Francis Fitzsimmon, Charles Mailey and Jack Swift prepared numerous additional announcements from reports of staff members at conferences which continued in the Mayor's offices for more than 48 hours.

Auxiliary Power

Previous far-sighted action by WWSW, WCAE, KDKA, and KQV in Pittsburgh found the stations ready with auxiliary equipment in event of a complete power failure.

All Pittsburgh stations cooperated with school, police, and other municipal authorities in keeping the public informed on matters vital to their interests and safety.

In Philadelphia, WFIL News Editor Dick Koster and Promotion Director John Scheuer, bent on a special broadcast, were caught in a jam of 10,000 persons crowding the Reading Terminal area trying to take this alternate route home. "Women who fainted couldn't even fall down," they reported.

Anxiety with which Philadelphia awaited news of a break in the situation was reflected in the super efforts of reporters to break the news first. When the break finally came, Bob Gross got on WFIL's wire to the studio from the police radio room in the City Hall and barked a single code word to Special Events Director Bill Farren, whose announcement, WFIL claims, scored a clean beat. WIP, counter-claimed a scoop in going on the air from the Mayor's office at conclusion of the final meeting there with news of the settlement.

Traffic Bulletins

WPEN collaborated with city officials in a comprehensive plan to ease transportation problems by broadcasting traffic information relayed to the police radio room by police radio cars at strategic points throughout the city.

WCAU, in addition to numerous public announcements and features, also cooperated in broadcasts of traffic information, such as news about routes of private bus lines established by various governmental and industrial organizations. News concerning schools and

(*Continued on page 42*)

'Magic Valley' Shows Profits

Brownsville, Jan. 12 (Special).—The "magic valley's" farm income during the marketing season now in full swing, is expected to exceed previous seasons, according to a survey made here.

A material increase is anticipated in cotton acreages. In some sections, as much as 12 to 20 per cent more cotton is expected during the 1946 season. Average increases, however is expected to be 12 to 15 per cent.

The market season in the Lower Rio Grande Valley is generally from about Oct 1 through July 15. During the 1944-45 season an estimated $36.340,000 worth of vegetables left this area for retail markets Citrus, ready for shipping, during the same season is estimated at a value of $40,650,000 as compared with the $31,720,000 estimated value of vegetables and $31.375,000 citrus that left the valley during the 1943-44 season Total for citrus and vegetables came to $76.990,000 as against $63.095,000 in 1943-44.

Financial Section
SUNDAY DALLAS NEWS
January 13, 1946

Predicted... BIGGEST FARM INCOME IN Magic Valley

Deserving a Top Position on Your Schedules!

The rich farm area of Magic Valley has long been known as one of the wealthiest agriculture sections of the country . . . and still it continues to show bigger profits, year after year. Right now the per capita income is over $650.00, totaling 165 million dollars of effective buying power. Here's a market that is . . . expanding rapidly . . . in a PERMANENT way. For complete coverage of this area, look to KRGV, the strategically located station that penetrates Magic Valley from one end to the other.

AFFILIATED WITH
Taylor Howe Snowden
Radio Sales

1290 ON THE DIAL
KRGV
WESLACO TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

affiliated with
NATIONAL BROADCASTING
Lone Star Chain
1290 kc — 1000 Watts

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

AT 9:30 every Thursday evening Chicago is carefully and expertly examined . . . no detail is overlooked . . . for at that hour the *Chicago Story*, written, directed and produced by local talent, is beamed to middlewestern listeners.

This authentic, entertaining treatment of different phases of Chicago . . . its buildings, districts, accomplishments, *people* . . . is already widely acclaimed by WGN's great audience. Of its premier show, on November 7, *Variety* had this to say: "You can put this down as one of the most impressive public service shows to come out of the Midwest . . . a sock job."

Keep listening for future *Chicago Story* broadcasts . . . and remember, this is but one of a series of distinctive public service shows WGN offers its listeners.

THE CHICAGO STORY

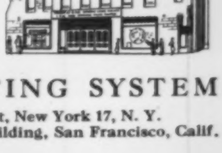
A Clear Channel Station . . . . . .
Serving the Middle West

WGN

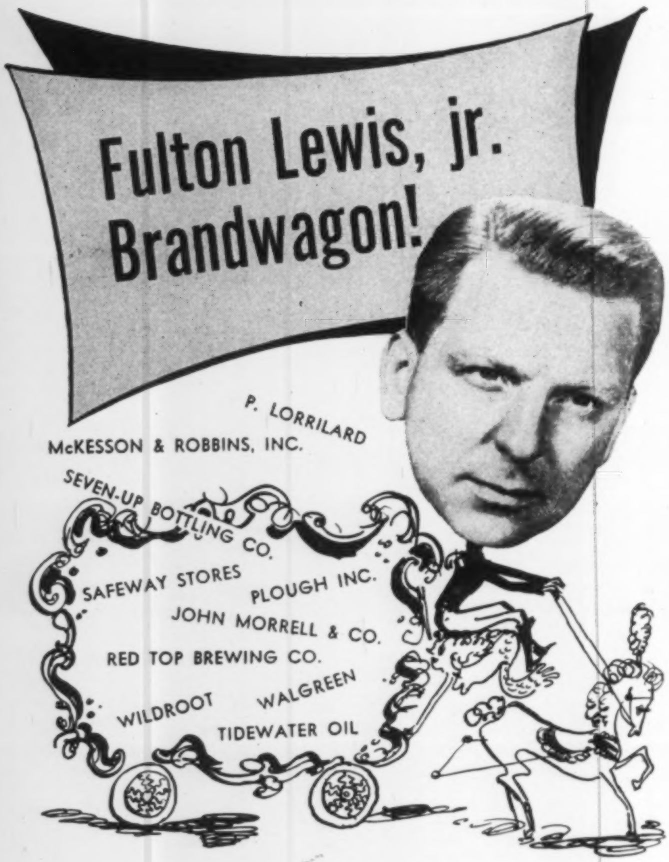
CHICAGO 11
ILLINOIS
50,000 Watts
72
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.



There's a Place
for YOU on the—


Fulton Lewis, jr.
Brandwagon!
P. LORRILARD
McKESSON & ROBBINS, INC.
SEVEN-UP BOTTLING CO.
SAFEWAY STORES
PLOUGH INC.
JOHN MORRELL & CO.
RED TOP BREWING CO.
WILDROOT
WALGREEN
TIDEWATER OIL

America's No. 1
Cooperative Program

There must be a reason why Fulton Lewis, Jr., leads the cooperative field, with more than 180 sponsors on local stations from coast to coast. Why not place your clients on this proved program that insures **results?** Contact us at once for the few availabilities now open. Wire, phone or write....

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N.Y.

Curmudgeon Scoop

WOL Washington and Mutual scored a beat on all stations and newspapers last Wednesday when they broadcast a wire recording of Secretary of Interior Ickes' precedent shattering news conference announcing his resignation in blistering words. Albert Warner, WOL news chief, and Jack Paige, head of special events and publicity, did the recordings and had it on the entire network by 12:45 p.m., cancelling a commercial. Following the program, the self-styled curmudgeon called the station and requested a copy of the recording. "I'm pretty good," he joked. And two top commentators from rival networks called WOL to ask what time the recording would be rebroadcast. WOL put it on again locally at 6 p.m. At 10 p.m. Wednesday, WMAL Washington put Mr. Ickes on ABC network.

Durward Kirby Contest Continued to Feb. 27

EXTENSION of its "Durwood Kirby" contest to Feb. 27 and addition of 50 prizes were announced last week by NBC which airs *Honeymoon in New York*. Original closing date was last Tuesday.

First prize of $500 and 25 other awards of $10 each will be awarded in two categories: one for the most original and imaginative description in 50 words or less of a Durwood Kirby and the other for the most original and imaginative sketch, design, carving or painting of a Durwood Kirby.

A Durwood Kirby in the image of a man is the real-life m.c. of the show. NBC also announced that beginning today *Honeymoon in New York* would be heard 9-9:30 a.m. Mondays through Fridays. Show had been 9:05-9:30 a.m.

Pittsburgh

(*Continued from page 40*)

hospitals were important items, while WFIL included announcements concerning meetings of various clubs and societies.

WIBG assigned Fred Wieting and Paul Collins of its news staff to cover all angles of the strike and they phoned their bulletins to the studio staff. WIBG's final stories were carried on the nightly 11-12 *Newsreel of the Air*.

G. S. Wasser, KQV general manager, reported station news analyst Louis L. Kaufman in constant touch with the union president for more than seven hours before bringing him to KQV studio for first official announcement of the strike settlement.

Media To Advise On Atom Coverage

Suggestions Sought on News Handling of Marshall Test

RADIO and other news media were asked by the Army and Navy last week to help solve problems connected with coverage of the forthcoming Marshall Islands atom bomb test by forming a media advisory committee in Washington with which they could work closely. Fox Case, assistant director of CBS Washington, was designated by broadcasters to represent radio and television on the committee, which also includes representatives of press associations, newsreels, magazines, and still photographers.

Members of the advisory committee last week handed to the joint Army-Navy group being set up to handle information on the atom bomb experiment their recommendations for the number of men to be allowed each medium. A meeting of the two groups is scheduled for early this week to grapple with this question of burning interest to the news media.

The Army-Navy committee, not yet fully set up, is under the direction of Brig. Gen. T. J. Betts, Asst. Chief of Staff for Intelligence. Other members of the committee so far designated are Capt. Fitzhugh Lee (Navy), Commdr. L. V. Julihn, Col. William Westlake, Col. H. B. Smith, and Lieut. Col. J. F. Moynahan. Commdr. Don Thompson, returning to active duty to take charge of radio coverage of the experiment [BROADCASTING, Feb. 11] is expected to serve on this group, though he is presently assigned to Navy Public Information, headed by Adm. H. B. Miller.

Industry representatives invited by the Army and Navy to last week's meeting, out of which grew the media advisory committee, were Paul White, CBS; William Brooks, NBC; Thomas Velotta, ABC; Thomas Slater, Mutual; Leon Goldstein, ABS; J. Allen Brown, NAB, representing independent stations; Theodore Cott, WNEW New York, also representing independent stations; and Mr. Case.

Leaders of other news services designated one representative each to the advisory committee.

Press associations are represented by W. L. Beale, AP, Washington; newsreels by E. P. Genock, assignment editor, Paramount Newsreels, New York, with Robert Denton, head of the Washington office, designated to act for him; magazines by Jack Beardwood, *Life* magazine, Washington; still photographers by Arthur Levy, editor, International News Photos, New York, with Harry M. Van Tyne, manager of the Washington office, designated to act for him.

Radio Station Spots Fire

WCSC Charleston, S. C., not only broadcast an on-the-spot account of how a quarter of a million dollars worth of sulphuric acid looks and smells when it goes up in flames, but it was first to spot the fire from its 12th floor studios.

Cookin' Down South

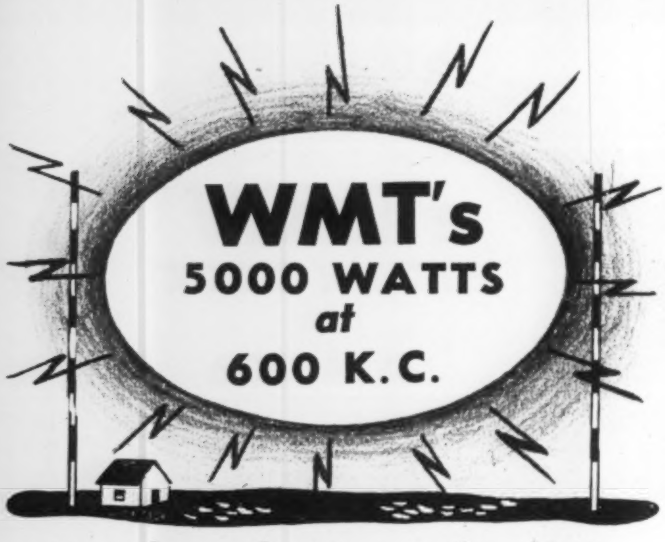
"Bless yo' heart, honey! Ain't no fancy tricks to it. Yo' jest uses de best vittles an' den puts yo' heart in it."

There is nothing esoteric about WAGA's recipe for satisfying Southern tastes in entertainment, because WAGA's timely programming includes the best in local and network shows. Backed by aggressive audience building promotion, that's the reason WAGA has made more progress in the past two years than any other Atlanta station.

With popular WAGA on your list you are really "cooking on the front burner" in the South's number one market—Atlanta.

WAGA
ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.



can do a better sales job

to more people in Eastern Iowa

at LESS COST!

than any other station in Iowa

HERE ARE THE FACTS:

WMT reaches (at 2.5 MV)......1,131,782 people
Station B reaches......................1,018,035 people
Station C reaches...................... 430,628 people

"Get thar fustest with the mostest" is good strategy in a sales campaign, too! To hit hard in important Eastern Iowa, your job is done quickly, effectively and inexpensively on WMT. You're missing a terrific sales opportunity if WMT is missing on your schedule. Write for availabilities at once.

WATERLOO
MASON CITY
DUBUQUE
CLINTON
SIOUX CITY
CEDAR RAPIDS
DAVENPORT
CHICAGO
IOWA
DES MOINES
ROCK ISLAND
BURLINGTON
OTTUMWA
NEB.
ILL.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS • DAY and NITE • 600 KC.
BASIC COLUMBIA NETWORK

KATZ AGENCY has all the details—contact them at once

New Yorkers Listen to Radios In 18-Hour Fuel Emergency

WITH MOST New Yorkers staying at home for lack of anywhere else to go during last week's 18-hour fuel emergency, observers guessed that Feb. 12 was a day of near-record radio listening.

But no one knew for certain. Recognized audience research firms, like most other businesses in the city, were locked out of their offices and unable to assemble staffs to assess radio audience size.

Since other forms of amusement were inoperative (Mayor William J. O'Dwyer closed theatres, bars, night clubs, and all places of assembly), it was a sure bet that New Yorkers turned in what may have been unprecedented numbers to their radios for entertainment. Radio also served as a chief means of distributing information about the city's emergency.

Supporting the unofficial guess that the New York radio audience was one of the biggest ever was an incident reported by Michael Todd, theatrical producer.

Ended Closure

The mayor's announcement ending the 18-hour closure of the city came at 6 p.m. Feb. 12. An hour before, Mr. Todd had advised the approximately 450 actors and theatre personnel employed in his four current Broadway productions that the plays would not go on. On announcement of termination of the emergency, Mr. Todd decided to round up his casts and employes, who by then were scattered to all parts of the city.

Over five New York stations—WMCA WEAF WJZ WOR and WAAT—he sponsored spot announcements requesting employes to report to theatres.

That New Yorkers were listening to radio was clearly demonstrated when all but six of Mr. Todd's 450 employes appeared by curtain time, hardly more than two hours after the first radio request for their return to work.

Among the few businesses exempted from the Mayor's sweeping directive was radio. But radio was at least mildly affected by sections of the official directive prohibiting public assemblies. All networks and stations cancelled audiences for shows during the 18-hour enforcement of the directive.

NBC canceled studio tours in Radio City. CBS, taking more drastic action, canceled all television broadcasts, including the Lincoln day pickup from Washington, D. C. and its UHF full color demonstrations. Although the order was rescinded at 6 p.m. Feb. 12, CBS did not broadcast any television throughout the day.

ABC moved *Ladies Be Seated* (3:45-4 p.m.), an audience participation show, from its New York studios to the Adams Theater, Newark, N. J.

Mutual made several last-minute program revisions in several pickup shows from restaurants which had been closed by the edict.

Busiest New York station during the emergency was the city-owned WNYC, whose program manager, Seymour Siegel, was directed to coordinate radio coverage of City Hall announcements. WNYC fed broadcasts of official announcements to other stations, carried all proclamations live and later rebroadcast them by transcription.

Cramped Style

The Mayor's order cramped the style of WNYC's first public concert in its seventh annual American music festival. The concert, which had been scheduled to be broadcast from Hunter College assembly hall, was broadcast from borrowed studios at WOR New York, without an audience.

Radio, which had been the first to break news of the Mayor's order suspending the normal life of the city, was also the first to carry the happier announcement that the Mayor had rescinded it.

The Mayor appeared on a WNYC broadcast to announce his order had been revoked as of 6 p.m. Feb. 12. He asked citizens to conserve fuel, however, since supplies were still low. Other stations carried broadcasts of the revocation.

Ban Hits Overseas Show

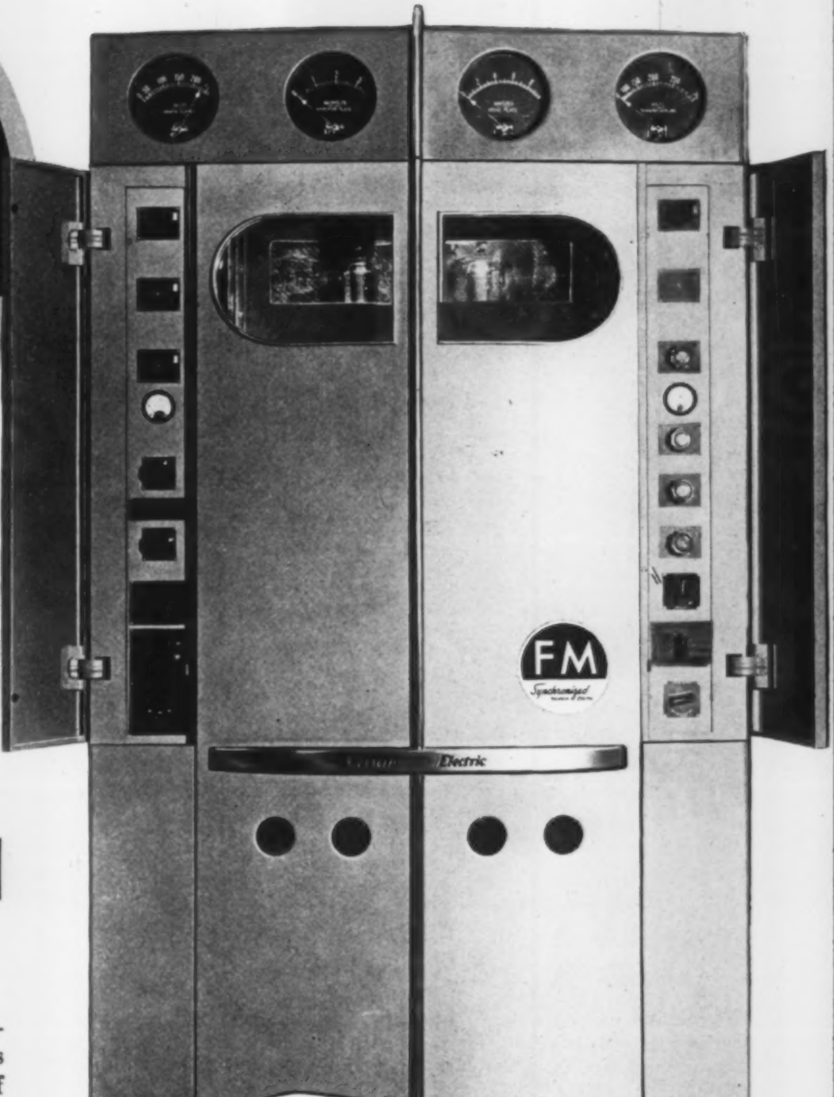
BBC-NBC exchange program *Atlantic Spotlight* went off the air Feb. 9 because of the Petrillo ban on overseas musical pick-ups. *Atlantic Spotlight*, Saturday, 12:30 p.m. on NBC is replaced by a new show *Music for Saturday* featuring John Corio, ex-serviceman, as vocalist, with H. Leopold Spitalny directing the orchestra. BBC's other exchange show, *Trans-Atlantic Call*, Sundays, 12:30-1 p.m., on CBS, will remain on the air but format is necessarily in process of change.

Hedda's Hats

HEDDA HOPPER, famed for hats, thinks others may wear fancier ones. On her American *Hedda Hopper's Hollywood* (8:15-8:30 p.m. for Armour & Co.) she has announced a contest to find some. With Tom Breneman, star of *Breakfast in Hollywood* (ABC Mon.-Fri. 11:15 11:30 a.m. for Kellogg Co.) as co-judge, Miss Hopper will seek most original and imaginative women's hat for 1946. Grand prize is automobile, aerial roundtrip to Mexico with a week's paid vacation there, and hat from Miss Hopper's collection. Twenty-six other prizes will be awarded. Winners will be announced April 8.

FM

Synchronized
Western Electric



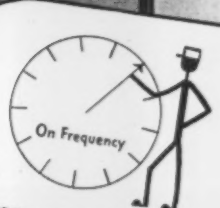
1 KWs

NOW IN PRODUCTION

DESIGNED by Bell Telephone Laboratories—built by Western Electric—this 1 KW assures you of a radiated signal truly representative of FM at its best!

The 1 KW will be followed in production by the 250 Watt, 3 KW, 10 KW and 50 KW transmitters.

Get in touch with your nearest Graybar Broadcast Equipment Specialist for assistance in planning your entire FM plant. Enter your order *now* at existing firm prices!



The Frequency Watchman holds your transmitter precisely on frequency.

Foremost among the operating problems of Frequency Modulation is control of the mean carrier frequency. The Watchman does it for you—constantly and accurately. How he does it is explained in a booklet—"The Frequency Watchman." A copy is being held for you. Write to Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

Western Electric

Designed by
BELL TELEPHONE LABORATORIES
Western Electric

Distributed by Graybar Electric Company

Erin Go Brath—But Keep Off BBC Toes

Eire's Back Door to Britain's Listeners Closed to Commercial Radio

By ARTHUR FELDMAN

ABC Director in London

PRIME Minister Eamon de Valera's Eire—Southern Ireland—is, technically speaking, a near-perfect springboard for commercial radio in the British Isles. But it is not to be—certainly not while de Valera is in power.

The east coast of Eire, near Dublin, is less than 300 miles from the rich London market and a powerful medium wave transmitter in Eire, beamed toward Britain, could soon put to shame the commercial stations on the Continent. However, P. J. "Paddy" Little, de Valera's Minister of Posts and Telegraphs, pointed out that if such a commercial station were authorized, BBC could quickly retaliate with its own station in Britain that would "put him out of business."

Little also pointed out other reasons against commercial radio in Irish Free State, one being that the Church, all-powerful in country politics, would frown on Eire being used as a base for sponsored programs American style. Then again, the de Valera policy is to keep Ireland "a green and pleasant land, a haven of quietude in the midst of the welter of contemporary civilization."

According to Little, the Irish government has received from time to time lucrative offers from "foreign" sources to build and operate commercial transmitters there. He further admits the most lucrative of these came from U. S. interests.

Right now the three-station equivalent of BBC, Radio Eireann, is a hookup of transmitters in Dublin (2500 watts), Cork (1500 watts) and Athlone (100 kw). I have reason to believe Athlone operates with less than 100 kw efficiency.

Unlike BBC, it is a direct organ of the Irish government — lock, stock and barrel under the thumb of the Minister of Posts and Telegraphs.

There are no "local" shows. All programs originate from Dublin on a limited schedule: 1 to 2:30 p.m., and 6 to 11:30 p.m. local time. Radio Eireann provides coverage for only the 26 counties of Southern Ireland and is not heard generally in Britain across the Irish Sea. However, BBC transmitters in Northern Ireland and Britain are heard well in Southern Ireland.

Radio Eireann does accept commercial programs—but there's a catch. The rate card specifies that advertisers be restricted to companies and organizations registered in Ireland and engaged in manufacture, production and services in Ireland. Catch No. 2 is "Advertisements shall not exceed 100 words per 15-minute program." There is no rush to jump on this commercial bandwagon.

WILL COMMERCIAL radio sweep over the British Isles from Eire? Lots of talk about it but no facts, so we asked able Arthur Feldman, ABC director in London, to look in on it. So far it's rather definite that portions of Europe will get "American Plan" radio from Luxembourg, Andorra, Monte Carlo and possibly the Duchy of Lichtenstein. Mr. Feldman points out the contention of Irish Free State's ranking government radio man that if Eire did beam commercial programs over the Islands that BBC retaliation would be inevitable—with commercial programs.

Radio Eireann's quarter-hour rate card is this (equivalent in dollars given in parentheses):

	Sundays	Weekdays
13 wks	£55 ($220)	£21 ($84)
26 wks	£50 ($200)	£19 ($76)
39 wks	£45 ($180)	£17 ($68)
52 wks	£40 ($160)	£15 ($60)

Irish radio circles look upon BBC in the same "big brother" fashion as many BBC people look upon our system of broadcasting. The Irish are impressed by BBC's battery of shortwave transmitters. Little revealed that negotiations are under way for the purchase of a 100 kw shortwave transmitter so that his country's voice can be heard overseas—particularly in the United States.

He expects such shortwaving to become a reality in the next 18 months. No commercials will be accepted on this proposed transmitter, says Little — it will be a "culture spreader."

CHICAGO SRO

Million Persons in 1945

Studio Audiences

THE SRO SIGN was out in Chicago radioland during 1945.

Figures compiled by BROADCASTING indicate that over a million persons attended Chicago originated programs during the year. Of these WLS topped both network and station audience presentations with total of 618,717 persons requesting tickets.

WLS *Arkansas Woodchopper* drew 177,650 guests and of the total, 493,915 persons attended 585 individual shows other than the *National Barn Dance*.

WGN played host to 270,792 people, an increase of 31,149 over previous year. Most tickets were for *Chicago Theatre of the Air*.

Of the networks originating in Windy City, ABC issued 150,000 tickets in 1945, 78,677 for *Breakfast Club* and 14,497 for *Quiz Kids*. NBC's only audience presentation there, *The Carnation Hour*, drew 106,631.

Criticism of BBC

CRITICISM of BBC's inadequate coverage of the London UNO conference is being voiced by the London *Daily Worker*. Jack Oliver, radio columnist for the paper wrote recently, "My main criticism of the regular foreign affairs talks (of BBC) is that we always hear our own countrymen talking about other people and never the people themselves . . . Those with a good radio set in good repair . . . may care to go overseas for their foreign affairs." He also says that the BBC has not taken any advantage of the fact that "the most interesting and significant collection of international personalities were all available within a mile or so of Broadcasting House."

The Inner Circle

JOIN

THROUGH

WHIO

DAYTON

Your name, your product, your sales message can become part of the daily lives of WHIO listeners in Dayton and the Miami Valley . . . if you join up with WHIO.

WHIO is the local station with the largest, listening audience . . . because WHIO offers the programs they prefer:

COMPLETE, RELIABLE NEWS COVERAGE
UP — INS — PA — CBS' BEST SHOWS

5000 WATTS
BASIC CBS
Plus Complete
Local Coverage

G. P. Hollingbery Co.
Representatives

Harry E. Cummings
Southeastern Representative

WHIO
1290 ON THE DIAL

DAYTON, OHIO

11 YEARS SERVING THE DAYTON AREA

LIVE TALENT—ALIVE TO YOUR
COMMERCIAL
OBJECTIVE
NO. 1 OF A SERIES

Names they wanted...

Names they got...

30,000 Strong

Shortly before last Christmas, one of Indianapolis' largest stores set out to compile a mailing list of children.

A WIBC live talent show was decided upon, with Joe Edison—WIBC's amazing master of dialect—doing Santa Claus and the two other roles called for in the script.

The returns?

Came Christmas and the sponsor had on file the names and addresses of 30,000 Hoosier youngsters . . . all gained through the simple, inexpensive expedient of a WIBC live talent show.★

★ No matter whether you're after names, sales or good will, WIBC's versatile, well directed talent staff —*always alive to your commercial objective*—can build just the kind of show you're looking for in Indianapolis. And when it's beamed over WIBC's clear channel and lower frequency (1070 kilocycles) you are assured of the greatest area and population coverage offered by any Indianapolis station.

The wide variety of programs conceived and carried out by the WIBC talent staff may give you an idea for just the kind of program you want in Indiana. Your John Blair man will be glad to discuss it with you.

JOHN BLAIR & COMPANY • *Nat'l Representatives*

OWNED AND OPERATED BY
THE INDIANAPOLIS NEWS

WIBC

MUTUAL OUTLET IN INDIANAPOLIS

This week on
KFI

BY POPULAR DEMAND

In the Southern California market, a sizable portion of the population is made up of sun-loving Easterners who migrated west to recuperate from jangled nerves caused by the hurly-burly of former city life. It's our contention that these are the good folk who send a volume of mail to KFI demanding more restful radio programming such as organ music. So, to oblige, this station has employed the services of the organist extraordinary — Bob Mitchell — for two fifteen minute periods on Mondays and Wednesdays at 10:00 a.m.

Mr. Mitchell is well known in these parts not only as a fine musician but also as the director of the Mitchell Boys Choir — an organization doing mighty well in radio and motion pictures. Because "Melodies by Mitchell" is only a week old, it's too young for a Hooper. Even so, we can safely predict that the program will more than hold its own among morning shows heard in Los Angeles. And just in case you're a time buyer with an account that is seeking a quiet spot to tell an advertising story, "Melodies by Mitchell" is certain to fill the bill, and at a "quiet" cost. A call to KFI'S Commercial Manager, George Whitney, or to the nearest Petry office will give you additional information.

CLEAR CHANNEL
640 KILOCYCLES KFI 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Benton & Bowles

(*Continued from page 18*)

ciated Music Publishers, which owns the copyrights on a high percentage of the classical, chamber and operatic music in this country, including most European music. It owns a radio library service sold to broadcasters. It owns Muzak, the so called "wired radio" which provides soft music to soothe the din-laden nerves of factory workers, diners-out and bar habitues.

Pockets in His Gown

This slightly prankish detour from the staid path of the educator proved one point if no other: Benton had pockets in his academic gown and, students, he still knew how to fill them.

This is no idly-noted talent. When he was at Yale, Mr. Benton edited that school's *Record*. One of his artists, to whose cartoons he appended gag-lines, was Reginald Marsh. Mr. Benton encountered Reginald Marsh on the streets of Washington in 1933 and asked him what he was doing.

Mr. Marsh replied, "I'm offered a job with the WPA artists' project for $100 a month—to produce one canvas a month."

Mr. Benton said, "Hell, I'll give you $125 a month."

He did. He now has about 60 original Reginald Marshes. And, meantime, Mr. Marsh has become one of America's outstanding artists, represented in our leading galleries, winner of numerous awards. Mr. Benton's collection, to say the least, is priceless. Mr. Marsh paints pictures about New York—street vendors, park scenes, burlesque goings-on and the like. In Mr. Benton's State Dept. dungeon hangs a vividly colored Marsh portrait of Gypsy Rose Lee doing a strip tease.

After acquiring AMP and subsidiaries, Mr. Benton decided there was a nucleus here for a sponsorless radio. Consequently he formed, with former FCC Chairman James Lawrence Fly and others, a new company with the avowed purpose of obtaining FM frequencies upon which music and news could be broadcast without commericals. Subscribers were to pay a fee for enjoying the benefits of the service. This enterprise was moving along under the usual Benton jet-propulsive promotion when the call came.

Good Word from Bowles

The call was from Washington. Mr. Benton was being considered for Asst. Secretary of State. Among others, he had been recommended by Chester Bowles, by then an old timer on the Capitol scene.

And what had brought Mr. Bowles to Washington? Under what impulse had he forsaken the advertising business? When the war broke out, he tried to enlist in the Navy but was rejected because of a bad ear. This by the way, is the same one he turned to U. S. Steel. He volunteered for OPA work in his home state of Connecticut. And eventually he became state OPA director. He did a remarkably good job, inaugurating—among other things—a regularly scheduled radio report to the people. He spoke without oratorical flourish, for he had none of that talent with which his former partner was endowed. He spoke in idiom, mixing metaphors, split infinitives and common sense into a verbal porridge which the people found palatable. He made people in Connecticut believe there was some sense to the OPA.

His record was sufficiently outstanding that he was called to Washington in July, 1943. He was made general manager of the national organization. His job was to rescue the tottering administration of Prentiss Brown. He pulled it off apparently, for in November of that year he succeeded Mr. Brown as administrator.

Charts and Cartoons

Mr. Bowles is the only Federal government administrator who uses radio regularly. At the last count, he was heard on 365 stations. He is earthy and sincere, and fluffs words like a neophyte. He skips high-sounding phrases. Recently, describing a Senate hearing, he said:

"If you'd been to this hearing you'd probably say that it wasn't much different from meetings you have attended. It's a good deal like being down at the Grange or your club or some association." People seem to like that.

In his office, one wall is covered with original cartoons, most of them based on incidents in which he is a participant. Another wall is filled with price movement charts from both world wars.

He, too, displays a strange "oh-that" attitude in dismissing his advertising career. He no longer is an owner in Benton & Bowles. Nor is Mr. Benton, who sold the last share of his preferred stock in 1942.

Both of the B-Boys are having their problems. The manufacturers are urging the Administration to relax price controls. Strongest among the organizations which condemn Mr. Bowles, as one might expect, is the Natl. Assn. of Manufacturers. It is little wonder, then, that Washington rang with merry laughter recently when it was reported that NAM had placed its advertising account with Benton & Bowles, New York.

Mr. Benton's troublous days in the State Dept. are a matter of equally prominent record. AP has canceled its news service to Mr. Benton's overseas shortwave stations. So has UP. INS has the matter under consideration. Mr. Benton doesn't know whether Congress will give him the $5,000,000 per quarter he needs for his international information program. In fact, Mr. Benton must find Government administration ponderous and unresponsive to a touch as magic as his.

Laments Secrecy

One thing he considers annoying is the great secrecy which attends the diplomatic shadow-boxing of our Government. He believes those red rubber-stamped "CONFIDENTIALS" which appear on the face of so many State Dept. documents are ridiculous. Recently he called into his office his confidential assistant, John Howe—who was with him at the U. of Chicago. He had before him such a document.

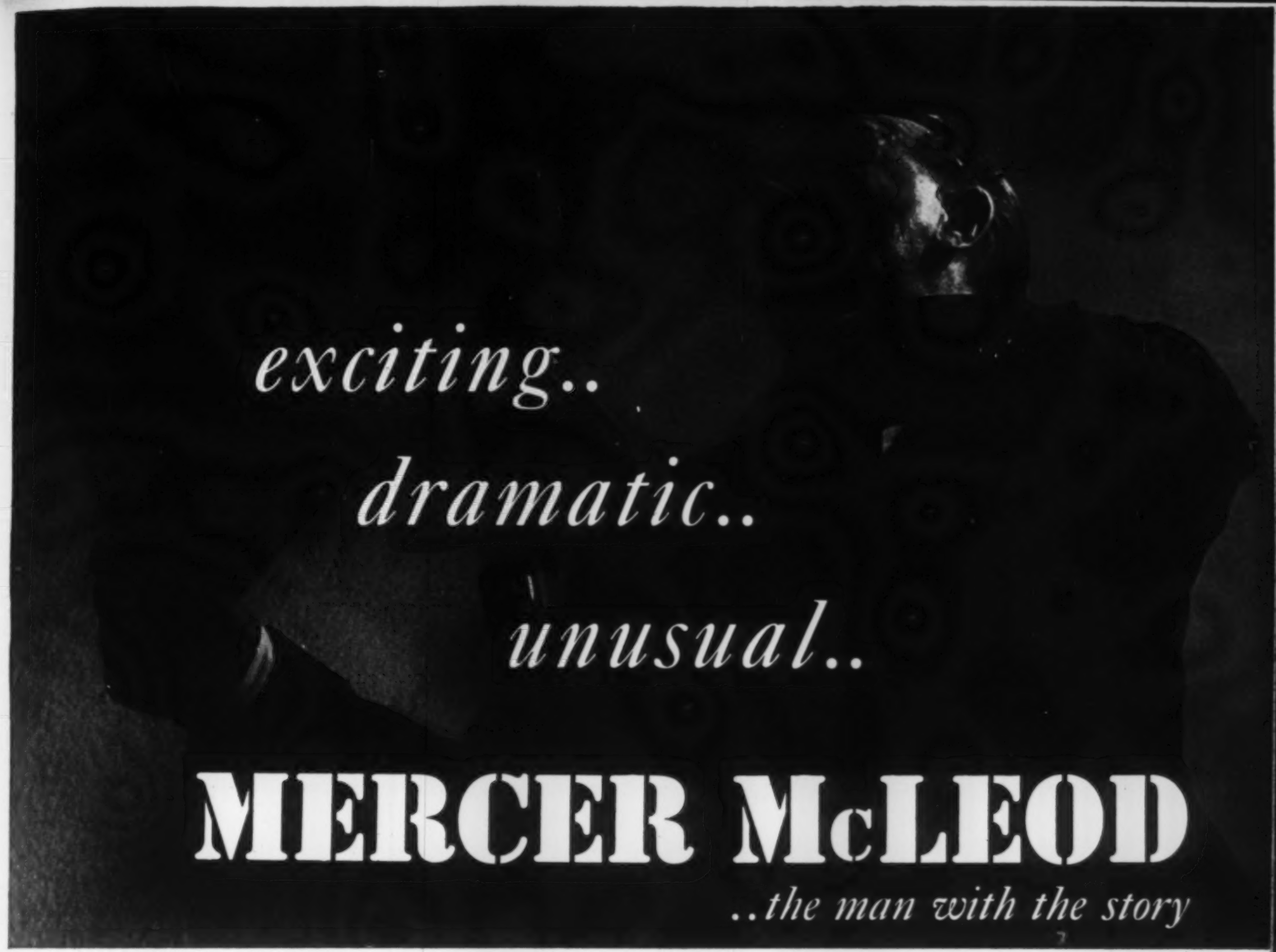
"Why," thundered Benton, "is this thing labeled 'CONFIDENTIAL'?"

Mr. Howe, equally nonplussed by bureacracy, shrugged his shoulders.

"I read this same thing in the *New York Times* yesterday," the

(*Continued on page 50*)

MUGS ALOFT, even if loaded with phoney brew, mark signing of contract by Wm. Filene's Sons Co., world's largest specialty store, for *The Missus Goes A'Shopping* on WEEI Boston, Monday through Friday, 5:45-6 p.m. Toasters, using mugs fashioned by John C. Dowd Inc., head of agency by that name, are (l to r): Mr. Dowd; Betty Robinson, Filene's radio director; Bill Mezger, m. c.; Roy Marks, WEEI sales executive.


exciting..
dramatic..
unusual..
MERCER McLEOD
..the man with the story

New NBC Recorded Production that poses the question: where does fantasy end and life begin?

The unique appeal of this NBC Recorded program . . . its hard-driving dramatic style that keeps listener interest . . . the unusual talent of Mercer McLeod . . . plus the assurance of audience acceptance, proved on the CBC coast-to-coast network . . . combine to make it one of the most commercially desirable syndicated features available to *local*, *regional* and *national spot* advertisers.

Mercer McLeod, world traveler, actor, writer has every qualification for being a great storyteller. His strange tales . . . many from his own pen . . . follow a time-tested pattern for entertainment . . . recreate experiences of adventure, suspense, mystery . . . bring to life a world of legendary fantasy. Portraying all male characters in each program, his astounding voice changes and keen sense of pacing give his stories a reality that is inescapable. Reta McLeod, his talented wife, plays all feminine parts.

Audience acceptance for this unusual show is an established fact. Listeners to the coast-to-coast Canadian network voted Mercer McLeod . . The Man With The Story one of their favorite dramatic programs.

NBC PRODUCED for better programming—NBC SYNDICATED for low cost—MERCER McLEOD . . THE MAN WITH THE STORY is the ideal choice for any advertiser who wants one of the best syndicated shows his program-dollar will buy.

Audition records and complete pictorial presentation await your request.

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

CBS

recently asked a blue ribbon jury to decide which of its stations did the best job of newspaper promotion. Prize $1,000!

Winner

was the same station which won Billboard Magazine's 1945 overall promotion award. The station you must use to control

Durham

North Carolina's third largest city in population, second top city in retail and drug sales, home of Duke Univ., maker of 25% of nation's cigarettes.

WDNC

Owned By
Durham Herald-Sun
Papers

epresented by Howard H. Wilson Co.

Court Dispute Challenges Industry

KRNT Wire Recorder Prejudiced Judge, Is Charge

By PHIL HOFFMAN

Vice President of Cowles Broadcasting Co., and Manager of KRNT Des Moines

THE RADIO INDUSTRY is being drawn into a Midwest courtroom dispute which almost certainly will produce either good or extremely bad news for broadcasters who strive for initiative and imagination in the interest of their listeners.

Mr. Hoffman

Alphonse (Babe) Bisignano, whose popular night club in Des Moines, Ia., rated feature pictorial treatment by a nationally-circulated weekly magazine, was convicted of contempt of court in a hearing before Municipal Judge Harry B. Grund.

Mr. Bisignano has now petitioned the Iowa supreme court to investigate his conviction, claiming that a radio broadcast of the proceedings by KRNT, the Cowles station in Des Moines, was prejudicial to his case.

Judge Radio-Conscious

The nightclub proprietor charged in his petition that the presiding judge "became so prejudiced and so self-conscious of the fact that he was on the air" that the judge imposed "excessive punishment and the maximum penalty, far in excess of the usual practice."

Coverage of the court hearing was a sound news project, presented without bias. The industry would do well to watch closely the development in this case because of what it might mean to the future of radio in the world of news.

During the war the industry set a high standard of factual newscasting and gained worldwide recognition for its effectiveness and public service in this field. Now that the war is over, radio people cannot be expected to cease searching for news formats that are fresh, original, authoritative, and therefore listenable."

Although the pros and cons of the night club operator's contempt case itself are of no concern to radio management, it will definitely become of topflight concern to the industry should the Iowa supreme court look favorably upon the Bisignano petition. Such an attitude would imply that factual radio reporting of a frontpage news event can serve to prejudice a court of law and that radio newsmen, therefore, have no business airing the proceedings of a public trial.

Many radio special events and newsmen will recall that they in the past have encountered difficulty in seeking reportorial access for their equipment at public trials because some court officials felt that the presence of radio facilities would serve as a detraction and therefore damage the sanctity of the court.

The KRNT courtroom broadcast, objected to by the petitioner, was obtained through use of a wire recorder. Engineering equipment and personnel were in chambers adjacent to the courtroom, and the microphone was installed where it might quietly pick up the proceedings from a place of semi-concealment.

The simplicity of the wire recorder has solved many such problems for the industry. Since the war's end, newsmen of local stations throughout the country have intelligently employed the wire recorder to secure "live" statements and interviews from prominent individuals and to effect on-the-spot coverage of many special events which otherwise would have had to go by the board.

These feature items later may be tied into station programming with remarkably effective production results.

In the case of the Bisignano trial broadcast, nothing pertinent to fair treatment of the matter as a news item was deleted from the original recording.

The resulting 45-minute broadcast was presented factually to the radio audience with a brief and adequate explanation of these deletions. The station announcer included in his introduction a statement to the effect that the broadcast was presented without editorial bias on the part of the station.

Geared for Action

The cessation of hostilities found the nation's radio stations geared for news production in a highly professional sense. The coming of peace naturally sees the industry reluctant to cancel its years of wartime pioneering in service by reverting to prosaic, unimaginative broadcasts of news from routine sources.

An industry that a few months ago gave brilliant and historical accounts of such events as the Normandy invasion and the B-29 raids on Tokyo will certainly have difficulty perceiving the sense of any objection to radio's coverage in our country of public happenings which the American people are privileged under the Constitution to inspect minutely.

Should the Iowa supreme court uphold the Des Moines nightclub proprietor, it may be the first peacetime step in blocking radio's honest demands for full status as an authoritative news gathering and disseminating medium.

Should the court, however, look with disfavor on the contention that the KRNT courtroom broadcast lent a prejudicial flavor to the proceedings, then the radio industry may assume that another pioneering milestone has been passed—that the industry may continue its progressive wartime record for unbiased and dignified gathering, editing and broadcasting of the news.

Initiative and imagination are the soul of postwar news broadcasting, a field which has ever been dedicated to giving better and faster service to its listeners through the inception and expansion of new techniques and equipment.

The charge that broadcasting of a public court session smacks of judicial prejudice is a challenge to the industry that cannot be ignored.

If radio does not hold fast to its wartime gains, then it will surely return to an unimaginative format of broadcasting that permits of little more than turntable, network and boxtop programming.

Benton & Bowles

(Continued from page 48)

assistant secretary added. "And it was better written."

Well, it goes about that way with Brother Bowles, too. The other day, emerging from the White House after a conference with the President, a reporter asked him:

"How do you like your job now, Mr. Bowles?"

He replied, "The pay's good but the working conditions are bad."

Where now for the B-Boys? No one can predict with accuracy. But there are little signs that point the way.

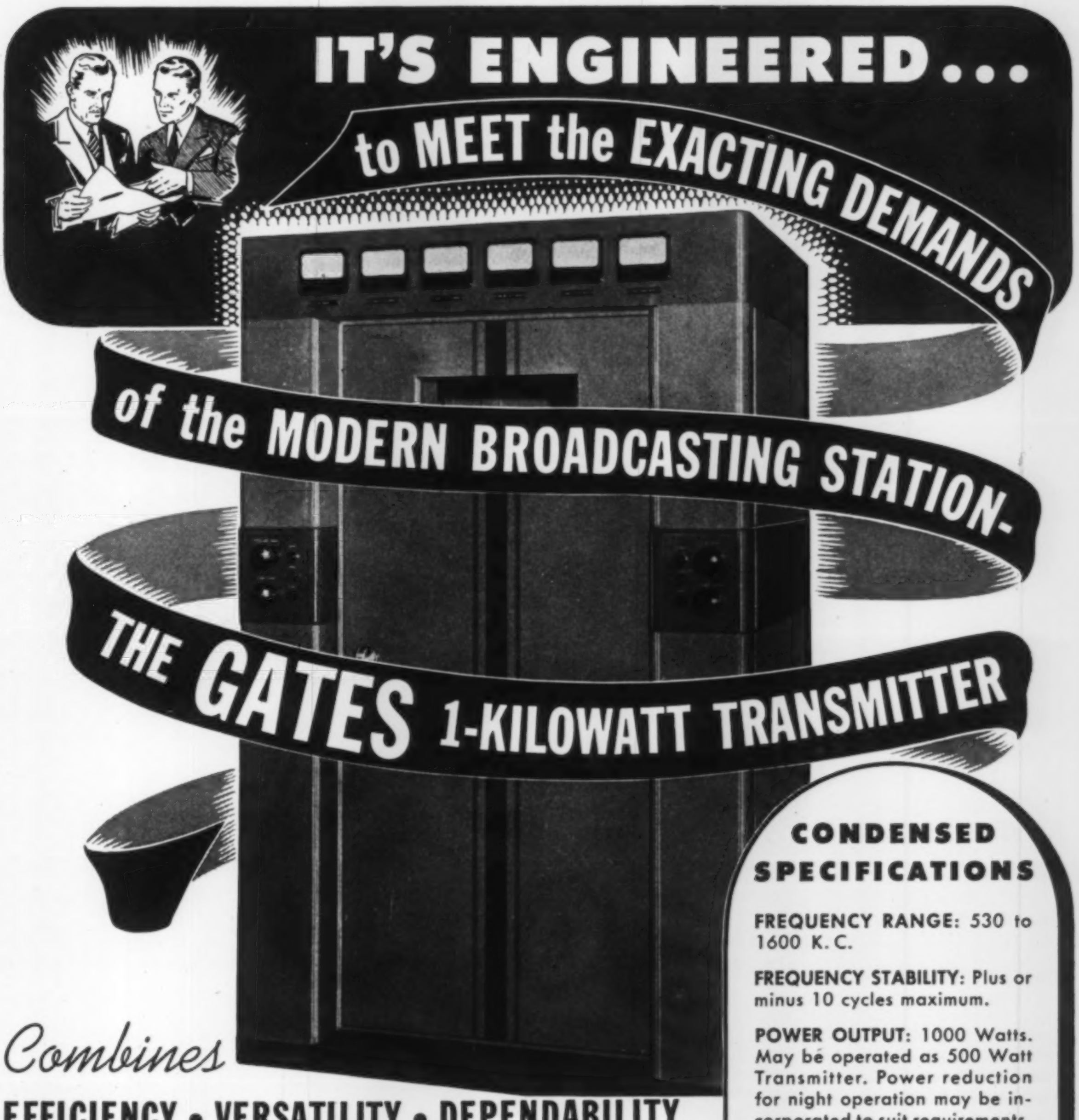
Mr. Benton has been embroiled with the networks since he joined the State Dept. The issue has been network exclusivity rules on broadcast pickups of the Secretary of State, James Byrnes. Networks hire scores of men to write their public statements on such controversial matters as these. But Mr. Benton, practically single-handed, has smothered them with verbosity. He has a marked talent and liking for public statements, and there's no place like a Government job for making them. Part of his duties include administering international cultural relations, and Bill Benton savors that word "cultural".

Remember, too, that he has not lost his acquisitive nature. This, as much as anything, probably accounts for the great alarm displayed by the brass hats of AP and UP.

It's a good bet that Assistant Secretary Benton will stay in public life.

Partner Bowles? Anyone who would serve as administrator of the OPA either is hard up for cash or loves life. Mr. Bowles loves life. He can be expected to continue in the paths of public administration, even if there are periods of escape from that thankless pursuit.

For there is one thing in common shared by the uncommon B-Boys. That light in their eyes, that burning urgency. The escutcheons that were emblazoned with a glittering 15% now bear the challenge, "Excelsior"!


IT'S ENGINEERED...
to MEET the EXACTING DEMANDS
of the MODERN BROADCASTING STATION-
THE GATES 1-KILOWATT TRANSMITTER

CONDENSED SPECIFICATIONS

FREQUENCY RANGE: 530 to 1600 K. C.

FREQUENCY STABILITY: Plus or minus 10 cycles maximum.

POWER OUTPUT: 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.

POWER SUPPLY: 230 Volts, 60 cycles, single phase. Regulation not to exceed plus or minus 5%.

FREQUENCY RESPONSE: Within 1½ Db. from 30 to 10,000 cycles.

DISTORTION: Less than 3% from 50 to 7500 cycles. 0-95% modulation.

NOISE LEVEL: 60 Db. below 100% modulation.

WRITE FOR COMPLETE SPECIFICATIONS

Combines

EFFICIENCY • VERSATILITY • DEPENDABILITY

The GATES Model 1-E Transmitter is the most modern installation for the 1-Kilowatt broadcasting station. It combines modern circuit developments, which are the results of strict laboratory tests, with other mechanical improvements that will make your Station outstanding in operating efficiency and showmanship. All parts are accessibly located for simple operation. The streamlined pressure-type cabinet assures dustless, cool performance. Investigate the 1-E Transmitter before considering any other.

NEW YORK OFFICE:
9th Floor • 40 Exchange Place

GATES
RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY:
Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF TRANSMITTING EQUIPMENT.....SINCE 1922

Now First
WITH LOCAL NEWS
FOR RADIO
ALREADY IN→
NEW YORK
PHILADELPHIA
WAS
UNITED PRESS

It's U.
covera
going
other m
also in
St. Loui
localitie
service-
en swi
ample c
it ers

WASHINGTON

It's U. P. first again to meet a big radio news need in a big way—with local coverage of the kind that only newspapers hitherto have had . . . It's already going over a special circuit to New York's WOR, WEAF, WABC, WJZ and other metropolitan stations 18 hours a day, six days a week . . . Operating also in such cities as Philadelphia, Washington, Cleveland, Chicago, St. Louis, Detroit on a corresponding scale . . . and ready to go in other localities requiring it . . . U. P.'s local coverage is its second big service-scoop—regional coverage was a fast first—since the war's end swung the news spotlight back home . . . It's another example of why U. P. is foremost in radio news—because it offers most.

UP

Editorial

Cuba Maneuver

THE NARBA conference in Washington, as this is being written, is down to the short strokes. Cuba alone is holding out. She wants assignments of substantial power on some 30 of our standard broadcast channels below 1000 kc including four or five on our Class I-A clears. Cubans illustrated their uncompromising attitude by "walking out" of a technical subcommittee session Thursday.

Cuba's demands are excessive. She hasn't utilized the facilities accorded her under the 1937 NARBA agreement in keeping with the terms of that treaty. She now has more facilities per capita, by land area or by any other yardstick, than any other signatory nation. She has caused more grief to operations in the U. S., Canada and Mexico than other countries due to bad engineering, bad equipment and in some cases, extra-treaty "squatting" on frequencies. No few U. S. station operators have found it necessary to go to Cuba and, at their expense, provide directional equipment (and the associated engineering costs) to prevent ruinous interference, only to have the station hop to another frequency where some other operator was forced to the same expensive ends.

During the last two weeks of discussion, Cuba has held out against an extension of the NARBA treaty for two years, as proposed by Canada and supported by Mexico and ourselves. She says she must have concessions. There is no economic, territorial or service justification for her demands.

The alternative, the Cuban spokesmen say informally, is a radio war when the NARBA treaty expires March 28. Then Cuban transmitters will operate indiscriminately on channels assigned to the other signatory nations.

Such a war, of course, is undesirable, and should be avoided if at all possible. FCC Commissioner E. K. Jett and Harvey Otterman of the State Dept., chairman and vice chairman, respectively, of the American delegation, are bending every effort to bring about an amicable solution. But Cuba, when this was written, was holding fast.

Cuba could operate four networks completely saturating its island area with competitive service if it utilized its present facilities as modern practices permit. But it isn't interested. It turns a deaf ear to FM because it feels the receivers would be too expensive. Yet FM would be an ideal solution to its problem—if any problem really exists.

Cuba, obviously, is asking for more than its settling figure. Unless she agrees to a reasonable compromise—one that won't destroy service for many regional and clear channel stations—there might as well be no agreement. Cuba has more to lose than to gain in open radio warfare. Commissioner Jett, as chairman of the conference, has demonstrated repeatedly his desire for a reasonable accord.

We hope Cuba sees the light.

The Parable of Pooh

ONCE UPON A TIME there was a little word calling itself "Pooh".

Little Pooh got into the mouths of big men.

For example, some people said, "There are individuals in the United States Government who would like to control the voice of American broadcasting."

Out of the mouths of some big men came, "Pooh. Them guys is crazy".

There were publishers, staunch defenders of freedom of expression, who said, "Encroachments on radio freedom? What's that have to do with freedom of press?"

Nobody said, "Did you ever hear of facsimile, Publisher?" Because, had anybody said that, the publisher would have retorted, "Oh, pooh."

Then there was television. Lots of people looked at it. Little men liked it. But many big men preferred that jingle-jangle in their jeans when they walked, and said: "Television? Pooh. It won't work."

That was long ago, back in 1946. Poor little Pooh really gave lip service, and quite exhausted himself. He died during the time that Government was moving in on radio, newspaper voices were getting weaker and weaker in the corridors of progress, television was springing up in every home and the big men who uttered "Pooh" were withering on the vine . . . wondering would they need a standby when they got the harp.

Pooh is in heaven now, but unhappy. Nobody—literally nobody—has a good word for poor Pooh.

Cheerio & Carry On!

THE BRITISH are jolly well getting excited about their wireless.

It seems that the British Government has decided to double the license fee paid by receiver owners—increasing the annual income from this source to £10,000,000.

A number of the listeners do not like the idea. Some M. P.'s are fussy about it. And the British press makes remarks such as:

"How Will BBC Spend That £1? Double Dullness or Better Radio?"

"Figures Behind the £1 Wireless Mystery."

The first is from the *Sunday Graphic* and is written by Howard Thomas, himself a former BBC executive. Mr. Thomas says there is "plenty of room for improvement in British programmes."

"There is little doubt about what the average listener wants," he observes. "Few would begrudge the extra ten shillings a year if it meant better entertainment."

It is not seemly for us to inject our own opinion into this controversy, since it has not been asked. But we cannot but note that no such clamor from listeners attends the programming of American stations.

The British are right in their assumption that it takes money to improve broadcasting in our present economy. We believe they are wrong in assuming that any amount of money, however, can assure the finest broadcast entertainment as long as radio control is vested in the Government. We make this point not in derogation of the British, for their problems are their own, but in testimony to the excellence of America's free system of broadcasting.

Our Respects To —

FRANK BOURNE RUTHRAUFF

TO DISPEL any ideas that he joined Ruthrauff & Ryan as a vice president because his father was a partner in the agency, Bourne Ruthrauff enjoys telling the story of how he took a salary cut even before he started work—as third assistant office boy.

His salary was to be $15 a week. "But that was March 1933 at the time the banks were closing down," he explains, "so just before I started, my salary was cut to $12.50."

In the old tradition, though, he worked hard and today is vice president and director. He plans to leave his present position as director of American Red Cross publicity sometime in April and return to R & R.

The story of Bourne Ruthrauff's career runs about as straight and clean cut—and as fast—as the route of the Superchief.

His hometown is Red Bank, N. J. After he was graduated from Lawrenceville, N. J. School he toured Europe with a friend "at the time people were doing such things—around 1932." When he returned he joined the agency, at the $12.50 salary. He was then 18.

Doing the usual rounds of the agency in all departments, an R & R tradition, he finally was assigned to the Ken Murray show. After a few years he was made junior account executive and was assistant producer of *Big Sister* and *Aunt Jenny* serials for Lever Bros.

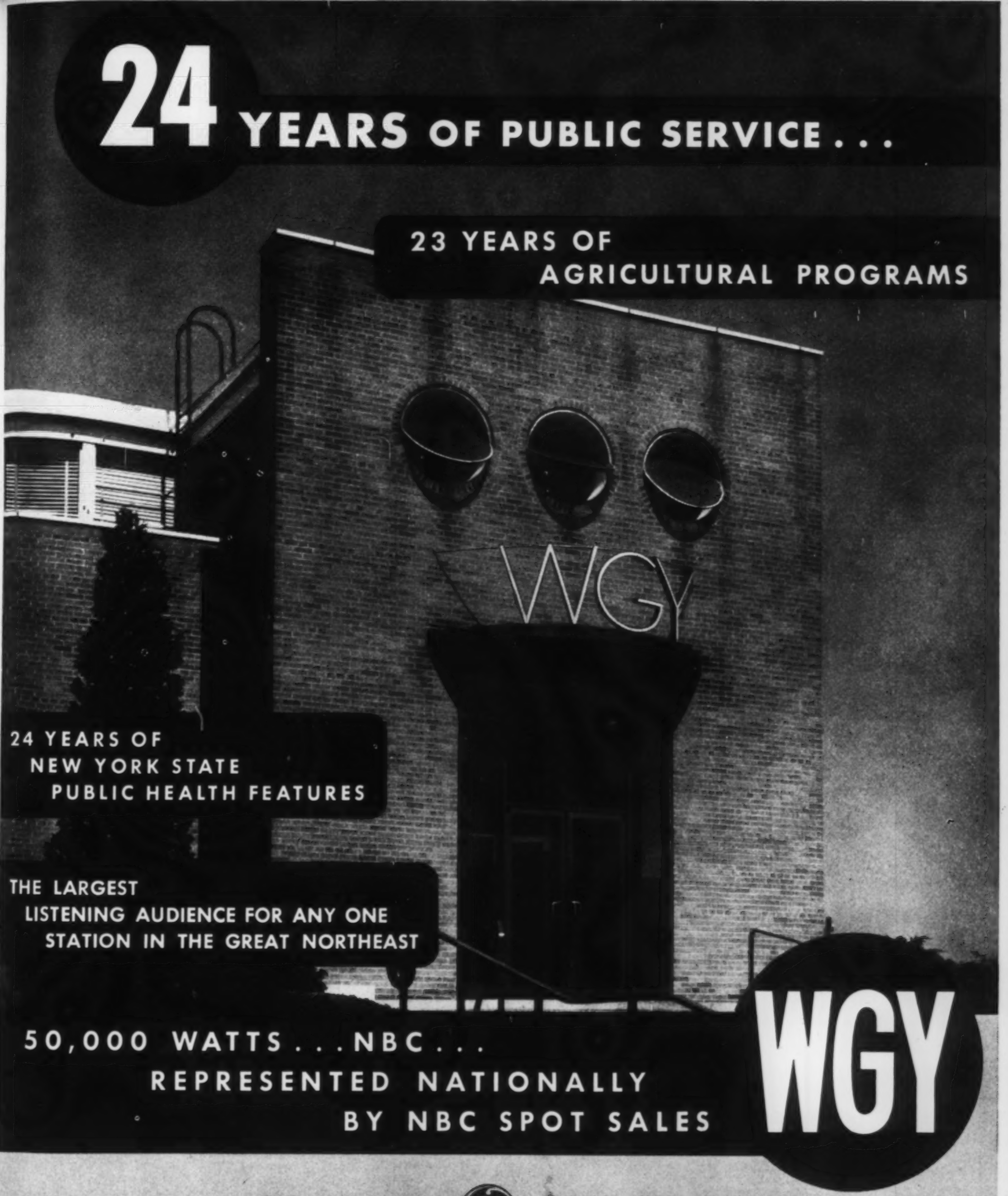
For two years he was big brother to *Big Sister*, until the agency revived *The Shadow* with a revised format, and assigned him to take over. Orson Welles was the first Shadow of the new format, and Mr. Ruthrauff recalls proudly a 19 Crossley rating on that Mutual show.

He supervised the first *Professor Quiz* program, too, and worked with the *Major Bowes Show* in its heyday. John J. Anthony's *Goodwill Hour* and the Ben Bernie series were others he had a hand in, also.

His real chance for expression came when he was made account executive for Bromo Seltzer. *Vox Pop* had been on for a while for Kentucky Club when R & R bought it for Bromo Seltzer.

"That was around 1940," Mr. Ruthrauff says. "We began touring service camps all around the country, and doing GI interviews, even went to Canada, which was then at war. One show originated from "Little Norway," a Canadian settlement of refugees from Norway. Some of them had come across Siberia, Japan and the Pacific, and others across the Atlantic

(*Continued on page 56*)


24 YEARS OF PUBLIC SERVICE . . .
23 YEARS OF AGRICULTURAL PROGRAMS
WGY
24 YEARS OF NEW YORK STATE PUBLIC HEALTH FEATURES
THE LARGEST LISTENING AUDIENCE FOR ANY ONE STATION IN THE GREAT NORTHEAST
50,000 WATTS . . . NBC . . .
REPRESENTED NATIONALLY BY NBC SPOT SALES
WGY

GENERAL ELECTRIC

WGY-277

SCHENECTADY, N.Y.

Respects

(Continued from page 54)

just to escape the Nazi occupation forces."

That was the first direct contact Bourne Ruthrauff had had with the results of war. It impressed him deeply.

Vox Pop and Mr. Ruthrauff did several other shows after that and introduced ideas still in effect. At Annapolis the boys were not allowed to accept the cash that had been given as prizes. So they were given gifts. Gifts proved so popular that they have replaced the cash prizes since then. When doing a spot on the way war freight was handled by the New York, New Haven & Hartford Railroad, the idea of the Sonovox "Bromo Seltzer" train was born. It stuck, too, not only as a good piece of commercial, but also as an identification of the travelling that *Vox Pop* does.

Through this time the Norwegian refugees stuck in Bourne Ruthrauff's mind. He tried to get into the services but without success. Then *Vox Pop* did a Red Cross show, and Mr. Ruthrauff became tremendously interested in Red Cross work. The interest was accelerated when the show went to Walter Reed Hospital and interviewed the first boys wounded in combat—those just back from the African landings. "I'll never forget one boy," he says. "His ship had been blown up and sunk. After a tremendous struggle he had finally gotten to shore with his buddy, who was dying. He told of the boy saying the Lord's Prayer in his last moments."

That clinched it for Bourne Ruthrauff. A few weeks later he was with the Red Cross in charge of radio. That was March three years ago. His conviction that he did have something to offer in that line has been proven many times over.

Since, he has been made deputy director of publicity, handing all media, and since Jan. 1 director of publicity. One of his biggest jobs is now coming up and he is staying through the spring to see it through. The Red Cross starts its $100,000,000 fund campaign in March.

With other media promotion for ARC he has handled for radio *That They Might Live* on NBC; the transcribed *Service Unlimited;* innumerable special shows and placements in addition to thousands of spot announcements and shows placed through OWI and the NAB.

The series of which he is proudest is that innovation in radio programs, *The Road Ahead*, produced with the Red Cross, OWI, and the Army and Navy. Showing rehabilitation in a new light, the show allowed wounded servicemen to put on the show themselves. The results were the least self-conscious, most honest statement of the facts that had yet reached the public. Each week there was a different sponsor. The series was on American.

Perhaps Bourne Ruthrauff should be given more personal credit for some of the ideas introduced in shows he has worked with. But he is so vitally interested in the program itself, and the people involved that the conversation is continually turned away from him and toward the idea and the others working with him.

Then, too, he is such an old hand at radio ideas that they seem a natural part of his mental process.

He has been married for five years to the former Nancy Ewing. With their two boys, Wilbur Bourne (Ruff) 4, and John Ewing, 2, they will make their postwar home in Little Silver, N. J.

A member of the Racquet Club of New York and the Rumson Country Club of N. J., he plays golf, rides horseback and used to play on his school polo team.

No Ghost

FREQUENT "solos" by unattended electric Hammond organ of WFIL Philadelphia, offered when instrument was turned on for program warm-up, became such a mystery studio engineers decided to investigate. No ghost was found. Per-amplifier of organ had not been grounded and was picking up program being aired over station's FM antenna newly erected on the roof.

STATION
KFH • Wichita

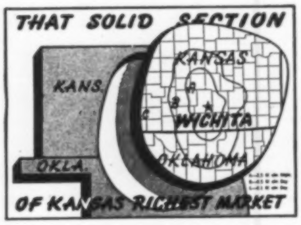
What Makes a "$elling $tation"?

K nowledge of Territory Served—
The factors and interests of "Kansas Richest Market" are vital in building KFH programs—filling the varied demands and needs of every section of a great area.

F eeling of the Audience—
Tailor-making programs to the local interest and the local desires helps much to make KFH the favorite, most believed-in station; helps "sell" the commercial announcements.

H andling of Programs
for sustained interest throughout the broadcast hours makes every minute, every spot, a "live" spot on KFH, addressed to a tuned-in audience willing to listen, eager and able to buy.

That's Why the best buy is—
KFH
WICHITA
Wichita is a Hooperated City



CBS • 5000 WATTS DAY AND NIGHT • CALL ANY PETRY STATION

Bells, Bells, Bells

"BELL-HAPPY" is the term John Edwards, WMAL Washington Town Crier has for himself. Since he announced his search for an old bell to ring in and ring out his 12:05 a.m. news feature program, he has been deluged with bells from interested listeners, many of them prominent Washingtonians. Digging into family trunks, officials of the State Dept., OPA, owners of antique shops and a well-known social leader, are among contributors. Most are real New England colonial town crier bells, others old school bells, all have a pedigree. The search for "bells for Edwards" has spread as far as Massachusetts. He is taking turns using them on the air, and has become so interested he is going to start a bell collection of his own.

Another smash in THE SATURDAY EVENING POST February 16, 1946 *. . . to build a bigger audience for ABC advertisers*

To keep up with all sides of the news

Listen to ABC

AMERICAN BROADCASTING COMPANY

"America's Town Meeting of the Air"—This provocative radio forum has become an American institution. Every Thursday evening qualified persons say what they think about subjects vital to all of us. "America's Town Meeting of the Air" is another example of the ABC policy of presenting all sides of every important political, social, and economic problem.

Walter Winchell

Elmer Davis

F. H. LaGuardia

Raymond Swing

Drew Pearson

Earl Godwin

Orson Welles

Hedda Hopper

Martin Agronsky

Baukhage

Walter Kiernan

Don Gardiner

Ted Malone

Lisa Sergio

John B. Kennedy

Jimmy Fidler

Louella Parsons

Gil Martyn

BECAUSE one of the American Broadcasting Company's services to the nation is to keep its listeners *fully* informed, ABC goes all-out to give you *all* sides of every major issue—a complete unbiased picture of local, national and world events.

Tune in on *Headline Edition*, featuring the men who make the news; the hard-hitting dynamic interpretations of Walter Winchell, Drew Pearson and F. H. LaGuardia; the down-to-earth simplification of the news by Earl Godwin; the penetrating, hard-headed analysis of Elmer Davis. In fact, to be fully informed on what's going on, you'll want to listen to all the famous reporters and commentators pictured on this page—and remember, they're all on ABC.

Today twenty-two million families from coast to coast are setting their dials on American Broadcasting Company stations—are finding that the easy way to get a lot out of their radios is to *get* set and *stay* set on ABC!

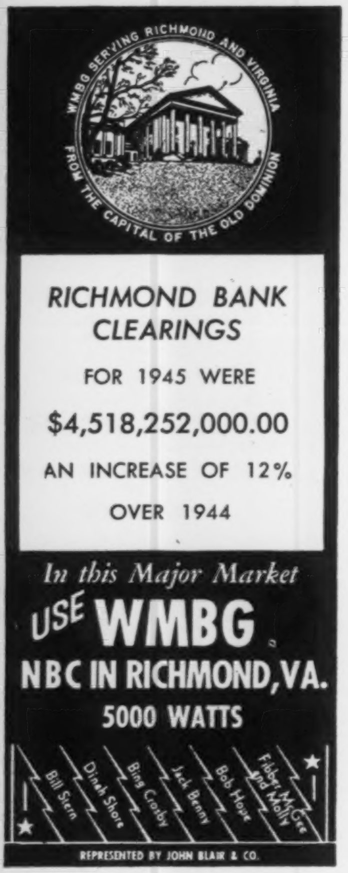
American Bro

A NETWORK OF 195 RADIO

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience *during good time periods at low cost* are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC, another costs 28.7% more. Yet ABC's 195 stations reach 22 million families who have 92% of the nation's spendable income. If *you* are an advertiser, remember that a good ABC time period bought today can mean a valuable franchise for years to come.

Time Buyers—note well!


WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINION

RICHMOND BANK CLEARINGS
FOR 1945 WERE
$4,518,252,000.00
AN INCREASE OF 12%
OVER 1944

In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

BUYING POWER ABOVE AVERAGE in WLAW-Land!

Sales per Family

Food $669.88
Retail $1,878.31
Drug $83.90

WLAW-Land expenditures, as estimated by Sales Management, exceed the U. S. average in food and drug sales.

WLAW sells to three New England states — a Utopia for sales with nearly two million potential buyers of your product. Send for coverage data today.

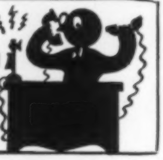
5000 WATTS 680 KC.

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

MANAGEMENT



E. M. (Gene) HALLIDAY has been appointed general manager of KID Idaho Falls, Ida. Entering radio in 1929 as manager of KLO Ogden, Utah, he joined KSL Salt Lake City in 1934, serving as music director, sales account executive, production manager and program director. He left KSL in Nov. 1945 to join KID.

SIDNEY J. FLAMM, vice president and executive director of WPAT Paterson, N. J., Feb. 14 received from Kenneth Fuller, president of The Paterson Savings Institution, the city's Community Chest award made to WPAT for "Outstanding and meritorious endeavors" on behalf of the last drive.

EDWARD R. MURROW, CBS vice president and director of public affairs, left New York Feb. 12 by plane for London to reassign CBS foreign correspondents and wind up personal affairs. Mr. Murrow, who spent nine years in London as European news director for CBS, expects to return to New York about the first of March bringing back with him his wife and their three-months-old son.

WILF WOODILL, recently returned from overseas with OWI and USIS, has resumed duties as general manager of CKSO Sudbury, Ont. He joined CKSO in 1936, switching from Regina, Sask. He rose from studio operator to station manager in 1939, opened a national sales office for CKSO at Toronto and in 1944 was given leave of absence to join OWI, serving with ABSIE London where he designed studio equipment and installed Roosevelt studios for USIS Paris. **DON McGILL**, acting manager, has been appointed program director of CKSO.

E. A. ALBURTY, manager of WHBQ Memphis, Tenn., has been named a director of Memphis International Center.

DON SEARLE, ABC Western Division vice president, following stop-overs in Kansas City and Omaha, currently is in New York for home office conferences. He returns to Hollywood Feb. 25.

IRA DILWORTH, CBC regional representative in British Columbia, has published an anthology of modern verse titled "Twentieth Century Verse" (Clarke Irwin Co., Toronto).

CHARLES A. BOWMAN, editor of the daily Ottawa Citizen and a member of the 1929 Royal Commission on Radio Broadcasting which recommended the present Canadian system of nationalized and private broadcasting, has retired. He has moved to Vancouver Island.

TAMS BIXBY Jr., operator of KBIX Muskogee, has been reelected president of the Oklahoma Network, regional group of seven stations. **ALBERT RIESEN**, owner of KVSO Ardmore, was reelected vice president and **JAMES M. GRIFFITH**, general manager of KADA Ada, was named secretary-treasurer. Elected directors are: **MAZINE EDDY**, KGFF Shawnee; **ROBERT ENOCH**, KTOK Oklahoma City; **MRS. M. C. GARBER**, KCRC Enid, and **HAROLD GRIMES**, KOME Tulsa. Mr. Griffith has returned to the general managership of KADA after more than three and a half years' service in the Navy. He was communications officer in Aleutians and was with Atlantic fleet when returned to inactive status.

BEN GIMBEL Jr., president of WIP Philadelphia, will head the program committee of the 19th Education Week for Blind, March 4-8.

COMMDR. PAUL OURY, former general manager of WFCI Pawtucket, R. I., is now on duty as electronics officer for shore at First Naval District, with headquarters in East Greenwich, R. I. An engineer, he designed and installed much of the radio, radar and other electronics installations along the East Coast from Groton, Conn., to Iceland during the war and is now engaged in demobilizing installations.

RUSSELL W. RICHMOND, general manager of WHKK Akron, Ohio, has been elected second vice president of The Advertising Club of Akron. **S. BERNARD BERK**, general manager of WAKR Akron, has been named member of the board of directors of the organization.

J. R. POPPELE, vice president and chief engineer of WOR New York, has been elected to the board of directors of the Veteran Wireless Operators Assn. for 1946.

CECIL K. BEAVER, assistant general manager of WOAI San Antonio, is on a business trip to New York, Washington, Chicago and Dallas.

JOHN F. PATT, vice president and general manager of WGAR Cleveland, is one of a number of Cleveland civic and business leaders to be honored in the "Cleveland Hall of Fame" conducted by local Carter Hotel.

Sign WNBT

BULOVA WATCH Co., New York, and Botany Worsted Mills, New York, have both purchased time on WNBT New York, NBC video station. Bulova has extended present sponsorship of time signals on station to include three time signals on Saturday nights if network televises athletic events, two signals for any other type of program. Signals include both film and animation. Contract for 22 weeks as of Feb. 8 was placed through Biow Co., New York. Botany Mills will sponsor weather reports Friday nights for 26 weeks. Reports will be cartoons on sound films. Agency is Alfred J. Silberstein-Bert Goldsmith Inc., New York.

Sholis Returns

Mr. Sholis

VICTOR A. SHOLIS, released from the Signal Corps as a lieutenant, has returned to his post as director of Clear Channel Broadcasting Service and reestablished offices in the Shoreham Building, Washington, and is now preparing for resumption of the clear channel hearings April 15. He also has been working with Louis G. Caldwell, chief council for the clear channel group, on the NARBA conference.

Emerson to BBDO

EMERSON DRUG Co., Baltimore, has appointed BBDO New York to handle its advertising effective Feb. 13. Firm will continue its current spot announcement campaign. McCann-Erickson, New York, will continue to handle *Vox Pop* show Mon. 8-8:30 p.m. on CBS until mid-April when *Jackie Coogan Show* replaces *Vox Pop* and BBDO takes over handling of new show.

BIOGRAPHICAL article on Mayor William J. O'Dwyer of New York, co-authored by Clifford Evans, WLIB New York director of news and special events, will appear in April 6 issue of Liberty Magazine. Mr. Evans wrote story with Henry Hillman of New York Daily Mirror.

JOHNSTONE TO HEAD NAM RADIO SECTION

Mr. Johnstone

G. W. (Johnny) JOHNSTONE, former director of news and special features of ABC and for the past few months a member of David E. Green Assoc., New York, public relations organization, has been appointed director of the radio department, National Assn. of Manufacturers.

NAM's reorganized radio section will be a new department of the association's public relations division. William S. Rainey, who has been responsible for NAM's radio activities for the past year, will be associated with Mr. Johnstone. Mr. Rainey will continue to supervise all radio production and an enlarged program is currently being planned.

NAM radio department will be located at 444 Madison Ave., New York.

JOSKE GROUP PLANS REPORT ON CLINIC

TWELVE-MONTH clinical test of radio as an advertising medium for department stores left the laboratory last week and entered the success story stage as NAB started work compiling actual sales experiences of Joske's of Texas, San Antonio, largest store in the State.

Plan-drafting meeting was held last week at NAB headquarters in Washington by the Joske Radio Advisory Committee. The group drew up a format, discussed available data and general policies to be followed.

The procedure in telling the sales story will be considered in March at a meeting of retail specialists, including representatives of the Joske store. Ideas developed at that time will be incorporated in the pattern.

Joske sales figures, which will provide fundamental material for the success story, are being audited by Ernst & Ernst, accountants. San Antonio consumer research studies have been conducted and are being continued.

Attending the Washington meeting were Cecil Beaver, WOAI San Antonio, advisory committee chairman; Lewis H. Avery, head of the representative firm bearing his name; Walter Johnson, WTIC Hartford; Frank E. Pellegrin Jr., NAB director of broadcast advertising, and his three assistants, Hugh M. Higgins, J. Allen Brown and Lee Hart. Miss Hart, former Joske radio director, will prepare the report.

Plays on NBC Video

PRODUCTION of full-length plays written for Broadway production will be undertaken by NBC television next fall under an agreement between NBC and Dramatists Guild. The project, to be called "Broadway Previews," is aimed at expansion of playwrights markets. NBC will pay all production costs.

Time Buyers!

CALL ON "Spot" TO MULTIPLY CUSTOMERS

WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

o With clients demanding their share of postwar customers and profits . . . isn't it just plain simple arithmetic to buy time in America's most influential markets? NBC's 11 key stations dominate these markets—umbrella more than one-half of the nation's radio families . . . families with incomes more than one-third higher than the nation's average.

Call on "Spot" today to multiply customers on one or all of NBC's 11 key stations. Perhaps "Spot" won't be able to offer the exact buy you're after—NBC spots are in too great a demand for that. But you can figure on it that he will come up with a good solution for you as he has for many a time buyer who knows what he wants and where to get it.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4239

COMMERCIAL

VERNE BOYLSON, an ex-Marine and for almost three years with the American Red Cross as field director, has rejoined WASK Lafayette, Ind., as commercial manager. He was in charge of sales at WASK in 1942 when station first began operations and later was managing director of WBRW Welch. W. Va. While in ARC Mr. Boylson for a time was with Third Marine Division on Guam.

SCOTT KALITZ is new sales manager of WAYS Charlotte, N. C.

FLORENCE PIERES has been appointed traffic manager at KXEL Waterloo, Ia., succeeding **RUBY BURTON**, resigned.

GUS BRANDBORG, commercial manager of KVOO Tulsa, Okla., has been elected governor of the Advertising Federation of America 10th District.

RUSSELL SINER has been added to the commercial staff of KYUM Yuma, Ariz.

VIRGIL L. SCHMIT has rejoined the sales staff of WCHS Charleston, W. Va., after 18 months' service with 18th Airborne Corps and AFRS in southern France. **EMIL GUGENHEIM** also rejoins commercial staff after two years' Army service.

TOM GARTEN, sales staff member of WCHS Charleston, has transferred to WSAZ Huntington, W. Va.

DON BENTLEY rejoins the commercial department of WQAM Miami, Fla., as copy chief and production head after four and a half years in the Army. **FRAN KREITZER**, formerly with personnel division of Pan American Airways, also is new addition to WQAM commercial staff.

LLOYD CHAPMAN, member of the news staff of KDKA Pittsburgh before Army service, has rejoined station in sales department.

DONALD COOKE Inc. has been formed to represent Canadian radio stations in the U. S. Firm will have offices in Chicago and New York. Chicago location is 20 E. Jackson Blvd.

JOE LAROSA has rejoined the sales staff of WMMN Fairmont, W. Va., after service of 23 months in the Army, part of time in ETO.

RIDGWAY C. HUGHES, released from the Navy as lieutenant, has joined the business development department of ABC. He formerly was with Fortune Magazine and with McCann-Erickson, New York. **GORDON LLOYD** and **LUELLEN STEARNS**, both discharged from the Army, have joined the spot sales department of ABC. Both were with the WJZ New York sales staff before joining the Army.

JOHN H. FERGUSON has rejoined the sales staff of WOAI San Antonio after two and a half years service with Sixth Infantry Division in the Pacific. He was released as captain. **LOUIS J. RIKLIN**, member of the WOAI sales staff, has been elected to the board of directors of the San Antonio Association for the Blind.

V. E. CARMICHAEL, commercial manager of KWK St. Louis, is on an extended visit to New York.

HAROLD SODERLUND, sales representative of KFAB Omaha, has been assigned added territory of Kansas City.

WILLIAM BAILEY CAMPBELL, released from the Navy as lieutenant, has been added to the commercial staff of WHBQ Memphis, Tenn.

VIC SAVAGE, formerly with northern Ontario stations, has joined the sales staff of CHML Hamilton, Ont.

KURT BECKER, in the Navy for two years, has joined the WJJD Chicago sales staff.

Serving

The Third Largest Market

in the

Fourth Richest State

•

WCOL

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

Wills Lauds Radio As Unifying Force

FCC Commissioner Sees Wider Public Service in Future

WITH power of American broadcasters to entertain and to enlighten the nation's people "it is hard to believe that any force can ever arise sufficiently to tear them asunder or to weaken their allegiance to the same basic principles upon which our society rests," FCC Commissioner William H. Wills declared last Tuesday in an address over WIOD Miami.

In Florida to conduct hearings on standard broadcast applications, Comr. Wills said that "radio can be and is a force binding us together as a nation, and ironing out those regional differences which might otherwise spell disaster."

For the future, Comr. Wills saw revolutionizing possibilities of public service through developments in FM, noncommercial educational FM stations, television, and facsimile. The increased number of stations that FM can provide, he said, offers possibilities which "can hardly be exaggerated."

Referring to the important role played by radio in the daily life of the people, Comr. Wills cited the findings of the recent rural attitudes survey by the Dept. of Agriculture. The results, he asserted, were "overwhelmingly to the credit of radio broadcasting."

Pointing to news coverage as one of the features which make radio indispensable to many people, he said that during the war the American people "came to rely on radio not merely for prompt news, but for unbiased presentation." He believes news broadcasts continue to be of major interest to listeners.

He said that perhaps much more can be done in utilizing the artistic talents of the country on the radio "but certainly broadcasting has already shown the extent to which its entertainment function can be a part of the artistic life of the nation."

Comr. Wills regarded the function of radio as a public forum as equally important with news and entertainment. While radio "suffers from the disadvantage that inevitably a few must talk and many must only listen," he said that nevertheless techniques can be and have been devised for public participation and tremendous audiences.

"Certainly," he added, "without radio's contribution to a wider understanding of local, state, national, and international issues, our country would be the poorer."

Inter-Stellar Studies

WARTIME development of a cavity magnetron for producing radio pulses of high power on centimeter wavelengths was seen in Great Britain as a means of opening the way for interstellar scientific observations which perhaps would include measuring the contours of the moon. Sir Edward Appleton, of the British Dept. of Scientific and Industrial Research, said the equipment was developed in a radar project sponsored by Birmingham U. and the British Admiralty.

Paid Performance

WITH all the wise-cracking about Don McNeill being "a little tight with the shekels," the inevitable payoff came when Tom Breneman, of ABC *Breakfast in Hollywood*, had to pay 50 cents to be a guest star on Don's *Breakfast Club*. Mr. Breneman, wandering around the mobbed lobby of the Morrison Hotel, Chicago, where the show was aired that morning, had to tip a bellboy to guide him thru some back doors to the stage.

WJJD Daytime Schedule Features Program Blocks

WJJD Chicago revised its entire daytime broadcasting schedule last week to enter into a 100% block-programming format, according to Art Harre, station manager.

New format, beginning at 9 a.m. CST, opens with one hour of semi-classical music. Programs for women are heard from 10-11 a.m., followed by popular music until 12:15 p.m. Afternoon programs concentrate on western ballads, popular music and public service features. Station also eliminated quarter-hour and on-the-hour newscasts in favor of five-minute newscasts before each hour.

Bulova Packet

BULOVA WATCH Co., New York, has released a new series of station-break and one minute transcriptions, titled *Masterpieces In Miniature*, for use by local jewelers. Spots are musical, semi-classical type, and open-end for local cut-in. Scripts are furnished with each disc. Station managers who have not received material by March 1 and have local jewelry accounts can obtain same by writing to Radio Department,Bulova Watch Co., 630 Fifth Ave., New York City.

THREE MORE stations have added the Cowles syndicated column "Quoting America" to program schedule. They are KTUL Tulsa, WJTN Jamestown, N. Y., and KGKO Ft. Worth-Dallas.

FOUR TOP MARKETS!

Central Kentucky

WLAP *Lexington, Ky.*

Amarillo

KFDA *Amarillo, Tex.*

The Tri-State

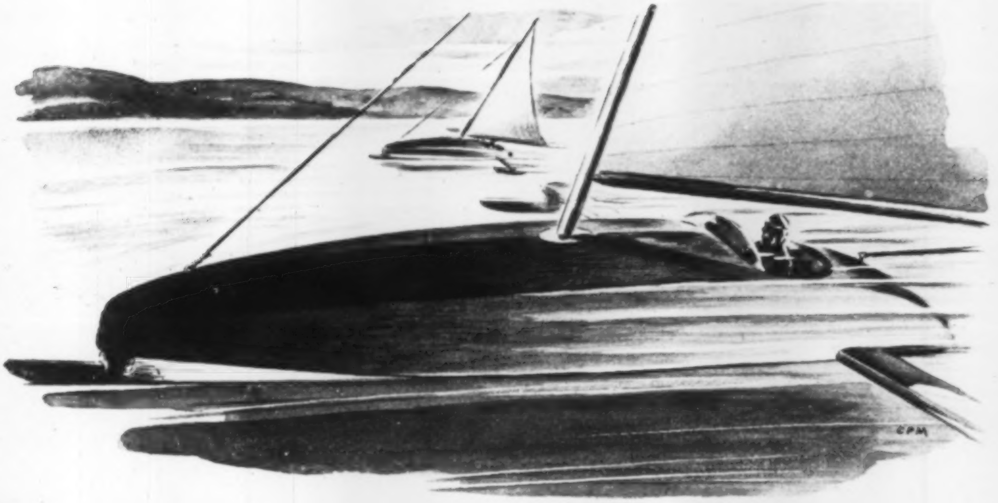
WCMI *Ashland, Ky.*
Huntington, W. Va.

Knoxville

WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John F. Pearson Co.

YOU MAY BE ABLE TO ICE-BOAT 145 MILES PER HOUR*—



BUT—WKZO-WJEF WILL GET YOU INTO WESTERN MICHIGAN—FASTER!

WKZO-WJEF is the *ideal* combination for reaching Western Michigan *because:*

In *Kalamazoo* and 18 surrounding counties, WKZO is FIRST with 5000 Watts at 590 KC—CBS—*top* local programming—reaches 630,717 people, daytime (including actually 40% of all the farms in Michigan!).

In *Grand Rapids* and Kent County, WJEF is FIRST, with the city's best frequency, CBS, the city's best public service activities (more than fifty regular public service categories, representing most of our top local service organizations).

But are WKZO and WJEF really high-balling in these big markets? Well, write for the results as shown by Columbia's audience measurement. It's the toughest yard-stick we know, and most stations won't boast about it. But *ask* us (or Lewis H. Avery, Inc.) for what Columbia says about WKZO-WJEF!

---

* *Official speed record for ice-boats, set in 1938*

WKZO

FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF

FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

PRODUCTION

PHILLIP I. MERRYMAN, NBC director of facilities development in the planning and development department, has been named assistant to the director of NBC's research department. In addition to his present duties with facilities planning, Mr. Merryman will manage the planning and program division of the research department, reporting to **HUGH M. BEVILLE**, department director.

NORMAN YOUNG, announcer at WAYS Charlotte, N. C., has been promoted to program director succeeding **JIM KLOSKY**, resigned. **NORMAN PREVATTE**, formerly with WGNC Gastonia, N. C., is new announcer-control operator at WAYS.

DE LANCY (Tony) PROVOST, formerly assistant manager of WEAF New York, has been appointed program manager.

CHARLES C. (Bud) BARRY, national program manager of ABC, is in Chicago on a two-week business trip.

FIELDEN FARRINGTON, CBS announcer on "Romance of Helen Trent," is the author of new novel, "The Big Noise," to be published soon by Crown Publishers, New York.

WAYNE HOWELL and **JACK RAYEL**, successful participants in NBC "Welcome Home Auditions," have been appointed to the net's production and announcing staffs respectively. Both served in the Army in ETO.

CAPT. JOEL BLAKE, after two years of service with the Army Medical Corps, largely in CBI theatre, is to return Feb. 18 to the announcing staff of WPAT Paterson, N. J.

SCOTT WEAKLEY, special events director of KROW Oakland, Cal., is conducting a 17-week course in radio voice and workshop at Oakland Technical Adult Evening School.

JOHN GALBRAITH, released from AFRS following 15 months in the Pacific, has rejoined KGO San Francisco as announcer.

VARNER PAULSEN returns to WIP Philadelphia as production manager after three years' service in the Army.

BOYD LAWLER, production manager of WIP Philadelphia, is switching to WCAU Philadelphia to replace **WALLY SHELDON**.

GEORGE ARMS, DAVID SCOTT and **GENE RAGLE** have rejoined the announcing staff of WCOL Columbus, O., following release from armed forces. Mr. Arms entered Army in 1941, served overseas 19 months, was released as major. Mr. Scott served overseas 27 months in Army as line officer and battalion adjutant. He returned with rank of captain. Mr. Ragle, early morning man on WCOL, broadcast on American Forces Network facilities from Frankfurt, Germany, during service.

BYRON PALMER, former CBS Hollywood announcer and contact producer, has been released from AFRS and returns to freelance announcing and singing. Serving 14 months in AAF Special Service Division, he also helped establish Pacific Ocean Network.

WILSON EDWARDS with Navy release has rejoined KHJ Hollywood as announcer. **ROBERT TURNBULL**, released from armed forces, has returned to KHJ sound effects department.

BERNARD COWAN, announcer of CBC Toronto, has resigned to freelance.

BRUNO CYR, MARIO VERDON and **YVON BLAIS** has joined the announcing staff of CKAC Montreal.

TED MURPHY, formerly of CKEY Toronto and CKCO Ottawa, has joined the announcing staff of CHML Hamilton, Ont.

MAUREEN RYAN, receptionist at WQXR New York, is winner of the 1946 John Golden auditions to discover new theatrical talent among young people, first choice among a total of 1,387 contenders.

BILL ROCK has returned to the production staff of WCBM Baltimore after three and a half years in the Army. He served two years in ETO.

JERRY LEE has returned to the announcing staff of WOAI San Antonio, transferring from ABC Hollywood. **JOAN N. BOX** is new addition to the WOAI continuity staff.

TOM WADE has been added to the announcing staff of WCKY Cincinnati.

HAL SAWYER, former announcer with CBS Hollywood released from the Navy as lieutenant after service of forty-four months, is now freelancing and is presently announcer on NBC "Adventures of Bill Lance." In Navy he saw Pacific duty, operated AFRS station in that area, toured with Navy vaudeville unit and lastly was assigned to AFRS Los Angeles.

AL LARSON, office manager of WOW Omaha, has returned to the station following release from the Army.

ART MARTIN, program director of WIZE Springfield, O., is the father of twins.

JOHN BAIRD, announcer of KMPC Hollywood, has completed a central California lecture tour speaking on "American Popular Music" and "Foundations for World Peace."

TED BENTLEY, following three months' leave of absence, during which he completed writing a mystery novel, has returned to KECA Hollywood announcing staff.

WALTER TETLEY, who portrays Leroy in NBC "The Great Gildersleeve," has been signed for a role in MGM film, "Me and the Devil."

JONNY GRAFF, continuity editor at WEEI Boston, has resigned to freelance on comedy scripts and television. For two years he wrote "Youth on Parade," CBS sustainer.

CHARLES WINGATE is now program director of WFTC Kinston, N. C. He formerly had been with WKPT Kingsport, Tenn.

PAUL MARTIN, released from the Army after service of five years, has been added to the announcing staff of WWDC Washington. Previously with WBAB Atlantic City, N. J., he continued radio work in service as m.c. of Army programs on WNEW New York and later writer-producer with VU2ZH, AFRS station at Calcutta.

ED KOOPS, who switched to KDKA Pittsburgh from WOWO Fort Wayne, Ind., following release from armed forces, is now writing, producing, directing and m.c. of five-weekly noontime show, "Brunch With Bill," on KDKA.

JOHNNY DOWELL, conductor of "Wake Up and Smile" on WTAG Worcester, Mass., was awarded second prize, $1000, for his entry "Eleven O'Clock Blues In a Seven O'Clock Town," in the Guy Lombardo nationwide song contest.

FRANK SINATRA, CBS singing star, has been added to the 1945 Honor Roll of Race Relations during a "Wings Over Jordan" broadcast on CBS. Citation is one of 18 given annually in connection with Negro History Week to six white persons and twelve Negroes who have distinguished themselves in race relationships. Mr. Sinatra also is to receive an award from the CIO for his efforts in behalf of religious and race tolerance.

JERRY COLONNA, comedian on NBC "Bob Hope Show," Tues. 10-10:30 p.m., is author of "Who Threw That Coconut," book just published by Garden City Publishing Co., New York. Book relates adventures of the USO unit (composed of stars on the Hope show) when it toured South Pacific to entertain American troops.

WES JONES, for a year and a half chief announcer at KTBS Shreveport, La., has joined the announcing staff of KABC San Antonio.

ALLEN VAN HORN HUNDLEY Jr., formerly with KRMD Shreveport, is new announcer and producer at KNOE Monroe, La.

JOHNNY REZNOR has returned to the announcing staff of WKST New Castle, Pa., following three years as vocalist with various name bands.

BURT FARBER, music director of WSAI Cincinnati, has been appointed to that post on ABC "Curtain Time" program, originating from Chicago Thurs. 9-9:30 p.m. (CST). He succeeds **PORTER HEAPS**.

PAUL ENRIGHT, continuity writer at WTMV East St. Louis, Ill., has been appointed station program director.

HARRY HAMER, former announcer of "Your Good Neighbor" program on WPAY Portsmouth, Ohio, has returned to the station after three and a half years with the Army in ETO. He is now continuity writer, succeeding **RUTH CHIAPPA** who resigned to be married. **HAROLD ARTHUR** also has returned to the announcing staff of WPAY "Your Good Neighbor" program after 39 months' service as aviation radioman with Marine Corps. He spent year and a half in Pacific.

CARLTON ACKLEY, music librarian of KFRC San Francisco, is the father of twins.

BOB HORN, disc jockey of WIP Philadelphia, has resigned.

PAUL A. THIEME, formerly with WFPG Atlantic City, N. J., is now announcing at WMMN Fairmont, W. Va.

GORDON WALTZ, producer, has returned to WLW Cincinnati after three years' Army service in India. Announcer **HOWARD E. WOODARD** rejoins WLW staff after two years with the Army in Panama.

PAULA STONE, conductor of the "Hollywood Digest" on WNEW New York, has been married to Michael Sloane, former motion picture actor.

JOHN R. TIMMERMAN, service veteran, has been added to the announcing staff of WIS Columbia, S. C. He formerly had been with WGAC Augusta, Ga.

E. NORMAN BAILEY, member of the production staff of WTAG Worcester, Mass., has been appointed program director of CKSF Cornwall, Ont.

ALAN COURTNEY, WOR New York disc jockey, has received an award of recognition from National Urban League Guild for distinguished service to democracy and cause of race relations in field of radio by promoting tolerance through music.

Chicago Workshop Plan Of Radio Writers Guild

MEMBERS of the Chicago Radio Writers Guild voted to ask network management for a half hour in which to develop a "Chicago Workshop" at the RWG monthly meeting, Feb. 1.

Decision to request free time was based on view that few opportunities were available on network or local stations to build up the best writers could produce. Herb Futran, president of the Chicago RWG, invited three Chicago columnists, W. A. Douglas (*Sun*), Dale Harrison (*Sun*) and Sid Harris (*Daily News*) to speak at a round-table discussion on local radio situation.

Mr. Harris summed up columnist's views on radio as an art with a severe criticism of what he called a "typical" half hour of Chicago radio entertainment. "If this is entertainment, they should have taken Marconi out and shot him," he concluded.

LOUIS KAUFMAN
KQV

THAT'S MY BOY!

Louis L. Kaufman, KQV's crack commentator and mighty Hooperater (7.0 at 9:00 A.M. and 9.5 at :00 P.M.) has gone *network* commercially on Mutual. KQV has the stars—*and the Pittsburgh audience!*

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

Is Your Product In "The Market Basket?"

Hartford housewives are talking about this exclusive feature on WDRC's Shoppers Special Show, 7 to 9 a.m. Ask Paul H. Raymer or Wm. F. Malo, WDRC for details.

CBS

Announcing a NEW FM Phase-Modulation Tube

Revolutionary in design and performance

Achieves modulation by providing a rotating "wheel" of electrons, which is advanced or retarded in speed by magnetic fields produced by audio-frequency currents.

DIRECT CRYSTAL FREQUENCY CONTROL WITH ONLY ONE CRYSTAL. NO MOTORS OR REACTANCE-TUBE TUNING.

GENERAL ELECTRIC
Electronic TUBE
MADE IN U.S.A.

Type GL-2H21
PHASITRON

Ratings for Typical Operation		
Heater voltage	6.3 v	d-c
Heater current	300 ma	d-c
Voltage, solid anode	250 v	d-c
Voltage, perforated anode	200 v	d-c
Voltage, 1st focus electrode	10 v	d-c
Voltage, 2nd focus electrode	25 v	d-c
Voltage, 3-phase deflectors	85 v	d-c
Voltage, neutral deflector	30 v	d-c
Driving voltage, r-f	35 v rms	
Audio driving power	50 mw	

Pioneered by Zenith—developed, designed, and built by General Electric—the new PHASITRON tube offers sensational advantages to manufacturers and users of FM transmitters.

Several tuned circuits, with their tubes and other components, are eliminated by Type GL-2H21. Greater frequency stability—less distortion—a lower noise level—these are important improvements in FM transmitters made possible by the PHASITRON.

Use of Type GL-2H21 produces a straightforward FM transmitter design, one which is easier to tune—also it means less maintenance for the transmitter operator, as well as a simpler, more reliable product in the 88 to 106-megacycle band.

Fast service by G-E tube engineers is available to manufacturers who wish to consider the PHASITRON for their new FM transmitter circuits. Phone your nearest G-E office, or communicate direct with *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GENERAL ELECTRIC

161-E3-8850

TRANSMITTING, RECEIVING, INDUSTRIAL, SPECIAL PURPOSE TUBES • VACUUM SWITCHES AND CAPACITORS

AGENCIES

WILLIAM P. BAGER, since 1934 with Needham, Louis & Brorby, Chicago, has been elected vice president of the agency. Mr. Bager joined firm as writer and was copy director upon entering Army in 1942. On his return last fall from France he was appointed adviser to the copy and art departments.

DAVID J. GILLESPIE and **ROGER GRISWOLD** have returned from Army service to Kenyon & Eckhardt, New York, as time buyer and account manager, respectively. **DRAPER DANIELS**, formerly with McCann-Erickson as copy chief, has joined Kenyon & Eckhardt in same capacity. **WILLIAM M. MULVEY**, previously with BBDO New York, also has joined the K&E copy staff after four years in the Army.

ROBERT SVENSSON, former promotion and public relations director of Los Angeles Times, has joined Smith, Bull & McCreery, Hollywood, as agency general manager. In his former post Mr. Svensson used radio as method of merchandising newspapers via the air and made numerous tie-ins between the two media.

Mr. Svensson

ANDREW C. BOYD Jr., released from AAF as captain, has returned to John H. Riordan Co., Los Angeles, as copy writer.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, New York, has added three members to its executive staff. They are **LIEUT. COMMDR. RICHARD L. SCHEIDKER**, now on terminal leave from the Navy and former vice president and New Orleans manager of Anfenger Adv., St. Louis, who will be in charge of creative and promotional activities for AAAA; **LEE MORSE RICH**, released from the Coast Guard and previously with Merritt-Chapman & Scott Corp., New York, who joins AAAA media and research department, and **JAMES F. FIX**, who has returned to executive headquarters after three years in the European theatre with AAF. He will handle activities of Export Information Bureau.

JOHN L. RIGG, for two years in ETO as special investigator for Provost Marshal's office, has been appointed to copy staff of Sherman & Marquette, Chicago. He will assist in copy and service work on commercial feed account of The Quaker Oats Co.

ALFRED EICHLER, copy chief of Dancer-Fitzgerald-Sample, New York, is author of new mystery novel titled "Death at the Mike" to be published this month by Lantern Press, New York.

PECK ADV., New York, plans to open an office in Los Angeles. **SEYMOUR D. HESSE**, vice president and treasurer of the agency, is on the West Coast organizing office.

CAPT. THOMAS D. RICHTER, upon termination of his service as Army public relations head in Philadelphia, joins Al Paul Lefton Co., Philadelphia.

CARROLL K. O'ROURKE and **WAYNE BAGLEY**, both formerly with 29th Army Engineers, has joined Mac Wilkins, Cole & Weber, Portland, Ore., following release from armed forces. Mr. O'Rourke becomes production supervisor. Mr. Bagley returns to agency as art director.

ROSS PORTER, formerly in the research department of J. Walter Thompson Co., New York, left for Mexico City last week where he will be director of research for the Thompson office.

TED KOBER, recently discharged from the Canadian Army, has joined the radio department of Vickers & Benson, Toronto. Before joining Army he had been freelance script writer and CBC actor.

STANLEY JOSELOFF, radio production director of Biow Co., New York, left Feb. 14 for a three-week business trip to the West Coast.

DAVIS-HOOD & ASSOC., Los Angeles, has moved to 315 W. Ninth St. Telephone is Trinity 7737. **ROBERT BARRETT**, formerly with Texas agencies, and **BORRIS GILBERT**, released from Army, have joined agency as production director and assistant, respectively. **JEAN KIRKENDALL**, formerly of California Stylist, Los Angeles publication, has joined agency as assistant account executive.

DAN WHEELAN, former copy chief of Shell Oil Co., San Francisco, and prior to that copy writer of Garfield & Guild Adv., has joined N. W. Ayer & Son, assigned to Hollywood radio commercial copy staff.

BRONSON TWEEDY, three years in the Navy, and **JOHN DOHERTY**, four years with Signal Corps, are back at Benton & Bowles, New York, in media and radio departments respectively.

RAYMOND RUBICAM, co-founder of Young & Rubicam, national advertising agency, and who recently retired as Y&R board chairman, has been elected a director of Bates Mfg. Co., operator of five textile mills.

GEORGE BOLIS, two-year Navy veteran, has returned to Dancer-Fitzgerald-Sample, Chicago, radio department.

RICHARD SEWELL, formerly with Boeing Aircraft Co., has joined Ross Adv., Portland, Ore.

CRANE HAUSSAMEN, former copy supervisor of Compton Adv., New York, has been appointed vice president in charge of copy for LaRoche & Ellis, New York. During the war Mr. Haussamen served in Washington with domestic branch of OWI as copy chief, chief of war program coordination and finally as chairman of plans board. In this work he was identified with activities of War Advertising Council, then headed by **CHESTER J. LaROCHE**, now president of LaRoche & Ellis.

Mr. Haussamen

BERNECE STIVERS, account executive of McCann-Erickson, San Francisco, for 11 years, has joined Gerth-Pacific Adv., Los Angeles, in similar capacity.

ED BADGER, former account executive of Foote, Cone & Belding, has joined The McCarty Co., Los Angeles, in similar capacity.

HOUSE & LELAND Adv., Portland, has moved to larger quarters in Municipal Terminal Bldg. **JOYCE REIMERS** has been added as agency radio director.

R. D. GILPIN BROWN, formerly with McConnell, Eastman Co., Montreal, has joined Harold F. Stanfield Ltd., Montreal.

ALBERT JARVIS, manager of the Toronto office of Ferres Advertising Service, Hamilton, Ont., is currently in England on business.

H. K. DUNN, formerly of McGraw-Hill Publications, New York, has joined McConnell, Eastman & Co., Montreal. War veterans joining agency's Montreal office include **LAURENCE DUNCALFE, R. M. BUCKHAM** and **L. S. HOWARD**. Latter two had been with agency before joining Canadian armed services.

GABRIEL L'ANGLAIS, released as flight lieutenant from RCAF and formerly with Radio Programme Producers, Montreal, has joined Baker Adv. as French-language consultant at Montreal.

HARRY COOPER has been elected vice president of J. M. Korn Co., Philadelphia. He is to head Washington office to be established shortly.

STANLEY A. LOMAS, for five years serving with the Army, has returned to the creative staff of Newell-Emmett Co., New York, following release as major.

HERBERT A. MORRIS, member of sales promotion department of Federal Adv., New York, for two years, has been named manager of the department.

JOHN W. BAKER, formerly with The Biow Co., New York, has joined Blaine-Thompson Co., New York, as marketing and promotion director.

CHARLES FITZMORRIS is new member of Dancer-Fitzgerald-Sample, Chicago. He had been captain in Army, saw service in ETO. New agency art director is **HUBERT TOWNSEND**, formerly art director of New York office of Sherman K. Ellis & Co. and during the war lieutenant colonel in charge of photo intelligence for 14th Air Force.

SARA B. DU KATEN, partner in William Sare Adv., New York, has announced her engagement to Harry Friedman.

CLEMENT W. MACKAY, vice president of Kenyon Research Co., subsidiary of Kenyon & Eckhardt, New York, has been elected president of research firm, succeeding **OTIS A. KENYON**, who becomes chairman of board.

JOHN P. McDONNELL, formerly with Bermingham, Castleman & Pierce, has joined M. H. Hackett Co., New York, as an account executive.

EARL G. THOMAS, former radio director for Grey Adv., New York, prior to that radio director for McCann-Erickson, Chicago, has been named radio director of Henry A. Loudon Co., New York. Duties will include direction of all network and spot radio emanating from New York and Boston. In addition, agency will foster development of Mr. Thomas' sponsor-participation show "Invitation to Breakfast."

MIKE SACKS, formerly with Gardner Adv., St. Louis, and prior to that copy chief of Ratcliffe Adv., Dallas, has joined the copy staff of Brown & Weir, New York.

ESTY STOWELL, released from the Marine Corps as major after more than three years of service, has returned to Benton & Bowles, New York, as account executive on the Maxwell House Coffee account.

P. WESLEY COMBS, vice president and account executive of Grant Adv., New York, has resigned. Mr. Combs handled the Serutan account which transferred to Roy S. Durstine Inc., New York.

BETTY FREAR, formerly with International Pictures, has joined Reiss Adv., New York, to handle publicity and promotion for Guidance Council Inc.

JOHN L. McQUIGG, for three and a half years with AAF, released as lieutenant colonel, has returned to Geyer, Cornell & Newell, New York, as vice president.

ALBERT NERONI, former assistant advertising manager of Anaconda Wire & Cable Co., joins Ben Sackheim Inc., New York, as account supervisor.

WALTER M. ERICKSON, formerly associated with the J. G. Lamb Co., has joined the radio department of Gray & Rogers, New York.

COL. H. R. HOBBS, vice president and manager of Irwin Vladimir & Co., Chicago office, was awarded Legion of Merit for services during war at War Dept. ceremony Feb. 12 in Chicago.

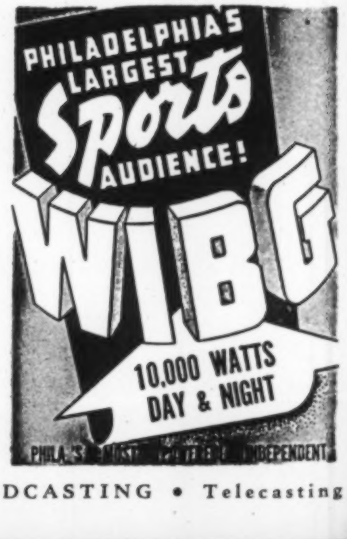
RUTH MARSCHEL, former promotion director of the American Legion Magazine, New York, has joined the copy staff of LaRoche & Ellis, New York.

JAMES E. GOLDSMITH, formerly with KMOX St. Louis, has joined Olian Adv., St. Louis.

GEORGE P. RICHARDSON Jr., released from Navy as lieutenant commander and formerly account representative of J. Walter Thompson Co., has returned to the Detroit office of the agency.

ADAM MONCURE and **ALAN ROCKWELL**, both recently discharged from the armed forces, joined Benton & Bowles, New York, in research and traffic departments, respectively.

this is
WDOD
20th YEAR
ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS
the STATION IN Chattanooga
•
CBS
•
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES



THIRTEEN MILLION PAIRS OF **NYLONS**

WILL BE WANTED IN **1946** IN THE MARKET

COVERED BY **WSM**

WILL THEY BE YOUR BRAND?

Entertainment here at WSM runs the gamut from Folk Music to Grand Opera. And the needs and personal tastes of our audience vary from ribbed cotton stockings to nylons—from tractors to custom built motor cars.

It would require an elaborate combination of other media to cover the listening area of WSM's clear channel station . . . *one medium, five million people.*

WSM
NASHVILLE

Harry Stone, *Gen. Mgr.*
Dean R. Upson, *Comm. Mgr.*

50,000 Watts–650 Kilocycles
Clear Channel–NBC Affiliate

Edward Petry and Company • *National Representatives*

ALLIED ARTS

EDWIN NORMAN CLARK, former Deputy Assistant Chief of Staff for Supply of SHAEF, and prior to that a member of the law firm Robb, Clark & Bennitt, has been appointed managing director of the RCA International Division.

FLETCHER WILEY, whose production firm operates the "Housewives Protective League" and "Sunrise Salute" participation programs on WJZ WBBM KMOX KNX, has returned to Los Angeles after two weeks of discussion with station operators for expansion of these programs into other markets. **KEVIN SWEENEY**, who has been making presentations on the Wiley programs to agency timebuyers in New York, will remain in the East for another six weeks.

CROSSLEY Inc., New York, research organization, was host at a reception in the Murray Hill Hotel, New York, Feb. 15 on occasion of its twentieth anniversary.

ARTHUR POPPENBERG, formerly with NBC and ABC spot sales department, has been appointed eastern sales manager for Arthur B. Church Productions, with offices at 475 Fifth Ave., New York.

FRED T. CALDWELL, just returned from Spain where he served as vice president of the Spanish Telephone Co. (a former IT&T subsidiary), has been elected president of International Standard Electric Corp., IT&T sales organization. **HENRY M. PEASE**, president of the corporation since 1941, has been elected vice chairman.

IMPERIAL RADIO PRODUCTIONS, newly formed Canadian company previously called National Radio Productions [BROADCASTING, Dec. 31], has obtained Canadian distribution rights to productions of the following Chicago transcription producers: Unusual Features Syndicate, Craig Dennis Radio Productions, Co-Operative Broadcasting Service, Lou Green Assoc. Company will produce singing station breaks at Toronto and operate script service. Chicago office is at 20 E. Jackson Blvd.

EDWARD F. CLASSEN Jr., for ten years with Zenith Radio Corp. engaged in television and FM station construction and recently in charge of Deerfield, Ill., monitoring stations, has been appointed FM sales engineer with REL Equipment Sales, Chicago, midwest representative for Radio Engineering Labs., Long Island City, N. Y.

Mr. Classen

DON OTIS, former program director of KMPC Hollywood, has been named program director of the transcription division of Capitol Records Inc. effective March 1.

FRED S. CRAWSHAW, released from the Navy and former account executive of KFRC San Francisco, has been named sales promotion manager of Photo & Sound Inc., San Francisco.

WILLIAM EWING, former commercial manager of WENT Gloversville, N. Y., and more recently with Biow Co., New York, has joined United Press as business representative.

EDWIN BIRD WILSON has resigned as president of Edwin Bird Wilson Inc., New York, and has been elected chairman of the board. **JOHN C. MADDEN**, executive vice president, succeeds him as president. Other officers reelected as vice presidents are **WILLIAM T. GRAY**, **JOHN F. DONLON** and **H. G. McNOMEE**. **EDITH MacARTHUR** also was reelected as assistant treasurer of the agency.

SAM HARRIS, for two years overseas booker-producer for USO Camp Shows, has joined the Dave Ellman organization as production manager for all non-radio activities. New department plans to produce theatre presentations and motion picture subjects on "Hobby Lobby" and "Radio Auction."

BERNARD J. ERSKINE, for three years with the Navy, has been appointed manager of parts sales of Sylvania Electric Products Inc., with headquarters in Emporium, Penn. Prior to his entry in the Navy, Mr. Erskine was district tube sales manager in company's Pittsburgh district.

CAPT. JERRY FIELDS, on terminal leave from AAF, has joined the publicity and sales promotion staff of Claire A. Wolff, New York, as executive assistant to Miss Wolff.

JOHN MELVILLE, formerly with WSAZ Huntington, W. Va., and other southern and midwest stations, has been named sales manager of Music By Wire, Philadelphia.

PARKER H. ERICKSON, director of sales for Majestic Radio & Television Corp., St. Charles, Ill., has been elected a vice president.

FRANK M. KING, account executive with Garfield & Guild, San Francisco, has become a partner in Hagin & King Sales Agency, a selling organization in California market for electrical appliances, hardware, etc.

JACK SLOCUM, former Marine combat correspondent and onetime radio director with Carl Byoir Assoc., New York, has been appointed radio director for the New York Yankees (baseball). He will be in charge of the Yankee's broadcasts, line up sponsors and negotiate contracts for individual appearances of club players as well as handle experimental televising of games. He is brother of **BILL SLOCUM**, CBS special events director.

LEO B. PAMBRUN, Marine veteran and former assistant advertising manager of Crosley Radio Corp., has been named assistant advertising manager in charge of the radio division of Stewart-Warner Corp., Chicago.

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this WASHINGTON★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina—and this "as good as gold" . . . market.

WRRF
930 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
FORJOE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

Unlicensed Sets in U. K.

BECAUSE of wartime laxity in enforcement, unlicensed radio sets now in use in Great Britain number "roughly one million," according to an official estimate by the British General Post Office. Thousands of sets sent to United Nations troops stationed in England have found their way into British homes, it was disclosed. A proposed increase in the yearly license fee from $2 to $4 may be debated in the House of Commons when the BBC charter comes up for renewal in a few months, a Treasury spokesman indicated.

No Change Seen in BBC

WRITING in the *London Daily Mirror*, Bernard Brickam, radio editor, sees little likelihood that the BBC will be subjected to wholesale revision when the charter comes up for renewal soon. However, he adds, "it is not beyond possibility that a certain amount of broadcasting time will be allotted to sponsored programmes."

FAWCETT Aviation Award presented annually by Fawcett Publications was made on "We the People" Feb. 17 on CBS to the person making greatest contribution towards advancement of aviation. Award was $1,000 plus Fawcett trophy. Five additional honor awards were given.

STAFF of WPAT Paterson, N. J., has adopted a child in Europe in accordance with formula for adoption sponsored by the Foster Parents Plan for War Children. Each member of staff contributes monthly sum toward maintaining and providing for the youngster.

Frank Fletcher Opening Own Washington Offices

FRANK U. FLETCHER, formerly with the FCC and recently associated with the law offices of Frank D. Scott, has opened his own office in Washington, specializing in radio communications. His quarters are at Suite 737, Woodward Bldg. Telephone National 5308.

Mr. Fletcher

A native of North Carolina, Mr. Fletcher was with the FCC Law Dept. for five years, leaving in 1939 to engage in private practice. He joined the staff of the Alien Property Custodian in 1942 and entered the Army the same year to serve in a legal capacity with the Ordnance Dept. in Washington and San Francisco.

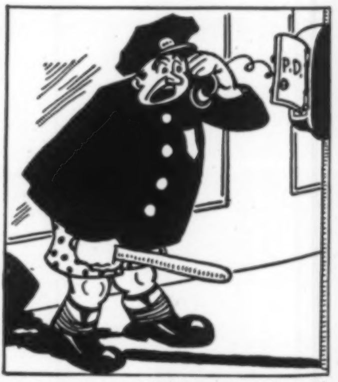
Mr. Fletcher is a graduate of Wake Forrest College, N. C., where he received his LL.B. in 1932.

Good Neighbor

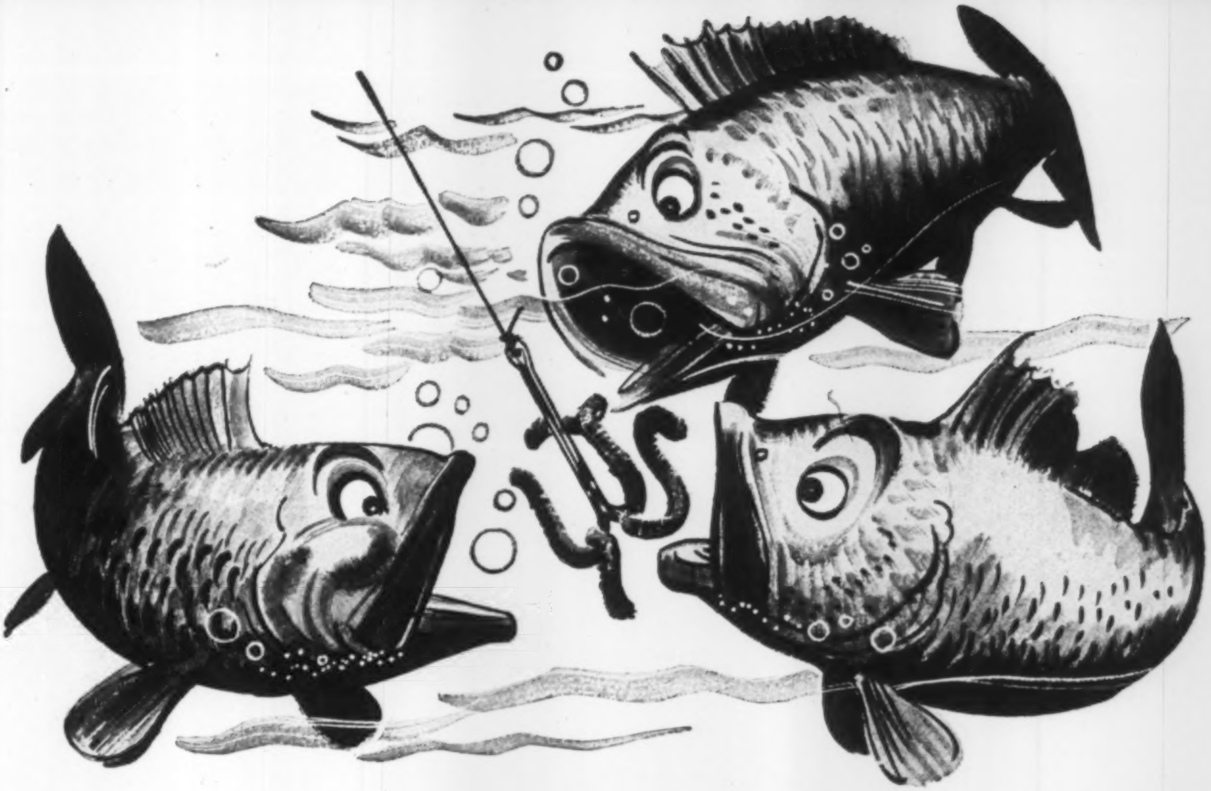
CO-WINNERS of title "Good Neighbor of 1945," selected by nation's radio editors and aired in a Chicago origination of ABC *Breakfast in Hollywood*, were Mrs. Sarah Murphey, Rockmart, Ga., Negro school teacher who established a home for underprivileged Negro children in her community, and Mrs. Henry Milness, Fairlawn, N. J., organizer of a boys club to curb juvenile delinquency. Previous day, program m.c. Tom Breneman named fifteen-year-old Rosa Rausch of Chicago winner of month-long "goofiest hat" contest for chapeau that included barking fox terrier. Awards were $1000 bonds.

Fingerprints by Radio

SCOTLAND YARD has proven the practicability of sending fingerprints by radio. A test of radiophoto equipment, using an international police code, produced a single identifiable fingerprint in Melbourne, Australia, seven minutes after it was dispatched from London.



"Better have WFDF Flint broadcast a general alarm—Light-Fingered Louie is loose again."



GET ALL THREE

STARS

Get the big names that make big audiences. World Library gives you many of the nation's most famous orchestras, vocalists and novelty groups.

Talent like this is working for you when you subscribe to World:

ANDREWS SISTERS LES BROWN
JIMMY DORSEY DICK HAYMES
JOHNNY LONG DAVID ROSE
CHARLES SPIVAK
ALFRED WALLENSTEIN
MILT HERTH TRIO

PROGRAMS

Here's what better programs are made of—4,000 basic selections in the World Library, everything you need from fanfare to mood music—50 new units added each month, including up-to-the-minute hits. You get an expertly written continuity service, 78 scripts each week—ready for the air as a sustaining or sponsored program.

Get the facts today. Write World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N.Y.

REALISM

Clear, lifelike reproduction is the hall-mark of all World recordings. It is obtained by expert engineering personnel employing a highly developed recording technique. World's superb studio facilities... the unsurpassed Western Electric Vertical Wide Range recording equipment...close control of every phase of recording, processing, and pressing give you on World vinylite discs the truest reproduction possible.

WORLD LIBRARY

Builds better programs

WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

WWL
7pm Fri.
"ALDRICH FAMILY"
870 on Your Dial

WWL
New Orleans
shouts its shows
on Billboards
Folks turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN
THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by
The Katz Agency, Inc.

Hon. S. S. Hetler, Jr.
H. W. Kastor & Sons Advertising Co.
Chicago

Dear Sock:
The folks down here are still talkin' about the way we "covered" the million dollar fire Charleston had a couple of Sundays ago. Although we usually don't go on the air until 8 a.m. Sunday, the folks still turned their radios on early the morning of the fire 'cause they knew WCHS would be right there with an eyewitness account of the disaster . . . and we didn't fail the folks either. We gave them an authentic on-the-spot broadcast of just what was happening at the scene of the disaster, and were able to assure everyone when the fire was actually brought under control. Some of the people didn't know anything about the fire until later and because of their incessant phone calls we had to re-broadcast our earlier eyewitness broadcast (which fortunately we had recorded) two more times. I guess that's what you call Public Service with a capital "P"!

Yrs.
Algy

WCHS
Charleston, W. Va.

News

DEANE BANTA, commentator with ABC San Francisco and formerly for seven years with McClatchy Broadcasting Co. stations, has been named head of newly expanded news department of KLX Oakland, Calif. Station is reorganizing news department to give more attention to on-the-hour local news coverage.

PHIL FORTMAN has returned to the NBC Central Division news and special events department as news editor after two years' service in the Marine Corps. Mr. Fortman, who joined department as a wartime replacement before joining the Marines in 1943, saw action in South Pacific.

J. B. CLARK, sports announcer at WAYS Charlotte, N. C., has been promoted to director of sports and special events.

KABC San Antonio, Tex., has completed arrangements with the San Antonio Light for access to paper's local news coverage. Broadcasts are made each day from the Light editorial rooms.

BETTY CAMBELL, previously with WSAV WOKO WNEW, has joined WQAM Miami, Fla., as research director of news, public service and special events.

BILL PEPPER has returned to WPAY Portsmouth, Ohio, as news editor after thirty-one months overseas with AAF Information and Education Division. For a time he managed AFRS station WSMS in Natal, Brazil.

ED BRONNER Jr., news commentator on WWRL Woodside, N. Y., is author of a play called "Young America," purchased last week by Schuberts. Play opens in Chicago the end of February.

H. R. BAUKHAGE, ABC commentator back from German tour, will deliver lecture series on "Disarming the German Mind." While on road he will broadcast daily 1 p.m. cooperative news analysis from local ABC stations.

MICHAEL ROSHKIND, after serving in the Navy for a year and a half, has returned to his post as news editor in ABC newsroom in New York.

DON KELLETT, U. of Pennsylvania athlete and coach, has been signed by WFIL Philadelphia as sports advisor to the station. He also will be heard on the air with **TOM MOOREHEAD**, sports director of WFIL.

EDWARD TOMLINSON, NBC commentator and Inter-American advisor, Feb. 14 was awarded Brazil's highest decoration to foreigners, the National Order of the Southern Cross, by Brazilian Minister Fernando Lobo. Mr. Tomlinson was to leave Washington Feb. 16 for Mexico where he will spend two weeks covering political campaigns. In April he leaves for tour of South America.

MERRILL MUELLER, manager of NBC's London bureau, Feb. 14 married Edith Nicholson, who during the war was a British agent with the French underground.

GEORGE PETERS has rejoined the news staff of WOAI San Antonio. He served in Pacific as Marine Corps captain.

HENRY HOWELL, newscaster of WOAI San Antonio, is father of a girl.

CHRIS MACK, farm service director of WNAX Yankton, S. D., has been named a member of the Committee on Agriculture of the Greater South Dakota Assn.

ROBERT GARRED, released from the Navy after four years with rank of lieutenant commander, has returned to CBS Hollywood as news analyst and resumed his daily quarter-hour newscasts on CBS Pacific stations. Soil-Off Mfg. Co. (paint cleaner) and Peter Paul Inc (Mounds) are sponsors.

ED JORGENSON, news analyst of KFI Los Angeles, and Belle Keller of Chicago were married Feb. 8.

PAT O'REILLY, released from Merchant Marine and formerly on CBS Hollywood news bureau staff, has returned to the network in new post of day manager supervising all daily newscasts.

Victor Delavelaye

VICTOR DELAVELAYE, who originated the famous V for Victory campaign over BBC, died Dec. 20, it was learned in New York last week. Mr. Delavelaye, who escaped to England from Belgium, was the leader of the Belgian section of BBC's European service when he invented the V-campaign to reach the oppressed peoples of the occupied countries. Its variations in Morse and in the opening bars of Beethoven's Fifth Symphony developed into a valuable weapon for the underground throughout Nazi-dominated Europe.

More For Price

TWO MORE JOBS were given last week to Byron Price, wartime censorship director, former Associated Press executive news editor, and now vice president of Motion Picture Assn. of America. On Feb. 11 he was elected president of Central Casting, clearinghouse for noncontract screen players, and executive vice president of the Assn. of Motion Picture Producers.

Columbia U. Radio Plans Discussed by Dr. Butler

RADIO PLANS of Columbia U. were discussed by Dr. Nicholas Murray Butler, who resigned as president in October, in his last annual report to the trustees. The university's application for an FM education broadcasting license is now before the FCC and the trustees have approved appointment of a director of radio instruction and a university radio committee, whose members are engaged in preliminary planning with Prof. Edwin H. Armstrong, member of the Dept. of Electrical Engineering and inventor of FM.

Dr. Butler estimated the university station, with studios on Morningside Heights and using Prof. Armstrong's transmitter at Alpine, N. J., would be able to reach an audience of approximately 16 million persons. He said the university plans to broadcast "intellectual programs as well as broadcasts of student activities of general interest," but that "no courses by radio will be given academic credit and broadcasts will not, as a rule, be made from classrooms."

Video Delay Opposed

LARRY E. GUBB, chairman of the board of Philco Corp., told the Cornell Club of Philadelphia that good black-and-white television can be provided immediately and that video is "far too big an industry" and too important to the American people to be held up for "nebulous future developments" such as color.

Zenith Preview

ZENITH RADIONICS Corp. Feb. 18 is holding a preview of its 1946 radio receivers at the Ambassador Hotel, New York.

NBC-Northwestern Radio Session to Open June 24

FIFTH ANNUAL NBC-Northwestern U. Summer Radio Institute will open a six-week session in advanced radio instruction on June 24, it was announced last week by Judith Waller, public service director of NBC Central Division and co-director of the Institute.

Instruction will be devoted to advanced or graduate courses in radio broadcasting and enrollment will be limited to persons with radio experience, including servicemen who had radio experience either before or during service, heads of colleges and other educational or religious institution radio departments and former students of the institute. Eleven courses, all of which earn full university credit, and six special evening lectures, will be presented.

Tuition fee again will be $100. Classes will be held at NBC studios, with evening lectures at the Northwestern campus, Evanston. Summer courses also will be held at U. of California and at Stanford U. in cooperation with NBC Western Division.

N. Y. City College Has Courses in Radio, Video

RADIO and television courses are being offered at the evening sessions of the City College School of Business, New York, started Feb. 11, five nights weekly.

Herschel Deutsch, Grey Adv., teaches the radio broadcast advertising course. Another course in radio audio research is being conducted by Oscar Katz, associate director of research, CBS. Radio news writing will be headed by Edward Wegman, radio writer for the *New York Times*. Instructors for radio and television courses also include R. B. Gamble, Farnsworth Radio and Television Co.; Jo Ranson, WHN publicity director; Louis Sposa, program service director of WABD, DuMont video station; and Raymond Nelson, Charles M. Storm Co.

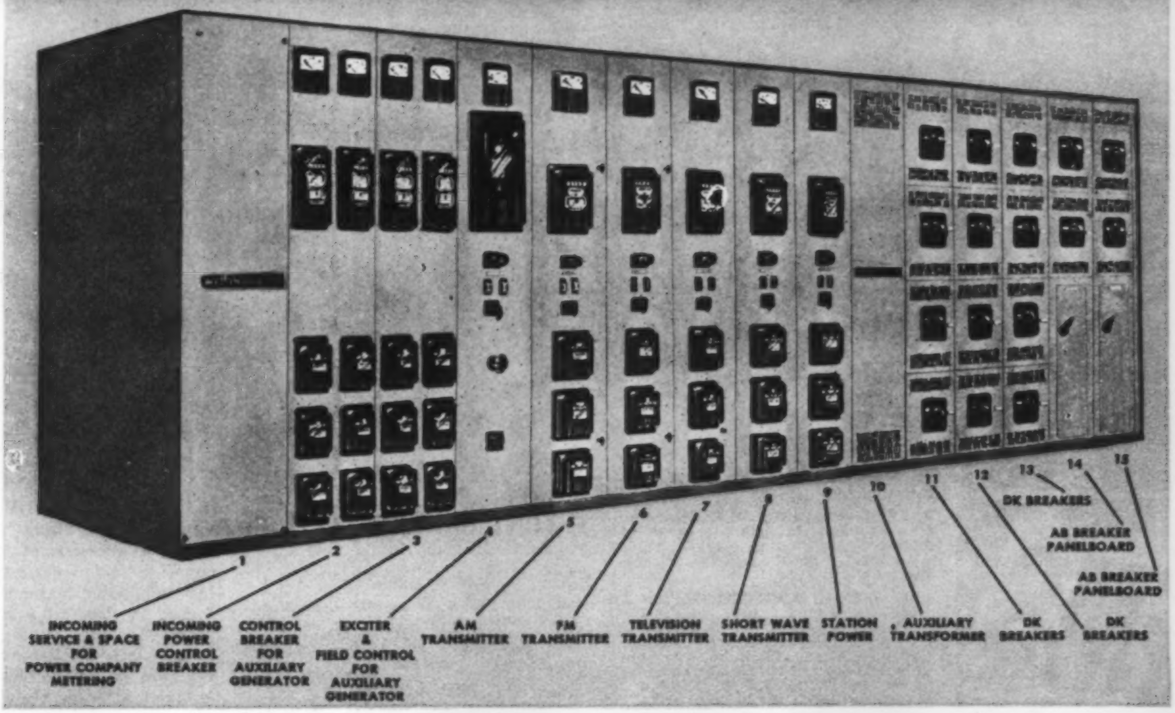
ABC has changed schedule of its video programs broadcast over WRGB Schenectady to Monday and Wednesday evenings weekly. Fridays have been dropped.

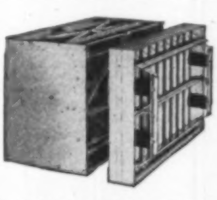
Use
IDAHO'S Most POWERFUL STATION
KID
Radio Station
5000 WATTS
★ THOROUGH COVERAGE
IDAHO FALLS
★ BEST RESULTS!
JOSEPH HERSHEY McGILLVRA, Inc.
National Representatives

space-saving switchgear

for broadcasting stations

that equals the finest transmitters in operating convenience and appearance


1 INCOMING SERVICE & SPACE FOR POWER COMPANY METERING
2 INCOMING POWER CONTROL BREAKER
3 CONTROL BREAKER FOR AUXILIARY GENERATOR
4 EXCITER & FIELD CONTROL FOR AUXILIARY GENERATOR
5 AM TRANSMITTER
6 FM TRANSMITTER
7 TELEVISION TRANSMITTER
8 SHORT WAVE TRANSMITTER
9 STATION POWER
10 AUXILIARY TRANSFORMER
11 DK BREAKERS
12 DK BREAKERS
13 DK BREAKERS
14 AB BREAKER PANELBOARD
15 AB BREAKER PANELBOARD



ELECTRONIC AIR CLEANING

Hand-wiping of transmitter parts requires additional man-hours, may result in broken connections and misaligned contacts. To avoid this, why not cool with air cleaned by PRECIPITRON, the Westinghouse electronic air cleaner that traps tiny dust and smoke particles?

No longer need broadcasting stations locate switchgear in some remote place . . . causing operators lost time during emergencies or routine inspection.

This space-saving Westinghouse Switchgear, with safety and appearance equaling the finest transmitters, may be installed right in the main operating room. It concentrates station control in minimum space, as convenient to the operator as his transmitter control boards. It simplifies the ever-increasing duties of operators . . . facilitates the addition of new services in FM, Facsimile and Television.

Interlocks and thorough dead-front construction provide maximum safety. Draw-out breakers, as easy to remove and replace as tubes, greatly simplify maintenance. Investigate the many other proved advantages of this new Westinghouse Switchgear now. Typical specifications and details may be obtained from your nearest Westinghouse Office. J-94720

An example of **Westinghouse** *engineering*

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

FOR THE COMMUNICATIONS INDUSTRY

S'HELPUS, JUDGE, WE AIN'T HAD A SIP (Ky.)!

Honest to goodness, judge, there *ish* a Sip (Ky.)—but we didn't take it. Hic. We jus shad a coupla beers. Ship—parm us—*Sip* is just too small for guys that been havin the Louisville Trading Area for years n years n years. We got more money n more buyin power n more everything around Louisville than all the resh the State combined n if you think thish the bottle talkin all you have to do is jush you lookit up in your Market Data Book for the Louisville Trading Area. Parm us, judge—gotta cigarette, or a light?

LOUISVILLE'S
WAVE
5000 WATTS . . 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

KFMB
Sells
SAN DIEGO

Everyone in San Diego is a neighbor of KFMB. Not one of the 373,000 persons in this highly concentrated market is more than 15 miles from our antenna.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

SPONSORS

LAWRENCE C. IVES, released from the Marine Corps as major, has been appointed sales promotion manager of Lehn & Fink Products Corp., New York. Prior to entering service Mr. Ives was assistant sales manager of Dorothy Gray, a subsidiary of Lehn & Fink.

HERMON A. HIGH, a director of Vick Products Division of Vick Chemical Co., New York, has been appointed general manager of division, in charge of sales and advertising.

FRANK LINK, formerly of Packard Motor Car Co., has been appointed sales promotion and advertising manager of Kaiser-Frazer Corp. and Graham-Paige Motors Corp.

BRYAN HOUSTON, former vice president of Young & Rubicam and for three years in the Army as assistant to the director, Bureau of Public Relations (ASF), has been appointed executive vice president and general sales manager of Pepsi-Cola Co., New York.

Mr. Houston

NATIONAL MATTRESS Co., Huntington, W. Va., has placed its account with The Jacobs Co., Chicago. Radio will be used.

ROBERT J. ROTH Jr., for five years with AAF and released as captain, has been appointed director of radio and promotions for Byer-Rolnick Co., Garland, Tex. (hats for men). Before Army service was head of his own advertising agency in Dallas, and had been producer and writer of "Gangbusters" program and program director of Texas State Network.

FOSTER MILBURN Co., New York (Doan's pills), has started sponsorship of five-weekly quarter-hour newscast on KGO San Francisco. Agency is Street & Finney, New York.

J. E. SEEMAN TOBACCO Co., Los Angeles (Seeman's tobacco), adding to its California coverage, in early February started transcribed spot announcements on KNX Hollywood. Contract is 13 weeks. Firm uses similar announcements on KXOA KECA KFSD KGO. Agency is Davis & Beaven Adv., Los Angeles.

MICHAEL TODD Productions, New York, has started sponsorship of participation show "Barry Grays Varieties" seven times weekly on WOR New York. Effective Feb. 6, contract for 52 weeks was handled by Robert Feldman Agency, New York.

ROBIN HOOD FLOUR MILLS, Toronto, has added CKCK Regina, Sask., to thrice-weekly CBC Trans-Canada network program "They Tell Me." Agency is Young & Rubicam, Toronto.

UNITED DRUG Co., Toronto (chain stores), has started thrice-weekly five-minute programs on a number of stations. Agency is Ronalds Adv., Toronto.

BEN BRODY, Los Angeles (maker leather bags), has appointed Robert F. Dennis Inc., Los Angeles, to handle advertising.

VERMEX MFG. Co., Glendale, Cal. (coat conditioner for pets), has appointed Frank Oxarart Co., Los Anles, to handle advertising.

PARAMOUNT PICTURES Inc., Hollywood, has started sponsoring six-weekly quarter-hour "Paramount News of the Air" on KMPC Hollywood. Contract is for 52 weeks. Buchanan & Co., Los Angeles, has account.

WHITE BOWL RESTAURANTS, Los Angeles (Southern California chain), has appointed The Tullis Co., Los Angeles, to handle advertising. Firm started on Feb. 4 for 26 weeks, a six-weekly quarter-hour recorded "Jive At Five" on KGFJ Los Angeles. Other Southern California radio is planned.

PHILADELPHIA PRETZEL Co., Los Angeles (Royal Guest Pack pretzel sticks), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising. Radio will be used.

GEORGE HARSHBERGER, for approximately three years Southern California promotional director for U. S. Treasury Dept. and prior to that CBS Hollywood account executive, has been appointed cooperative advertising manager of United-Rexall Drug Co., Los Angeles.

BETTER PROPRIETARIES Ltd., Toronto (Zubes cough drops), has appointed McKim Adv., Toronto, as agency.

FRY-CADBURY Ltd., Montreal (chocolate), has placed account with Young & Rubicam, Montreal.

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries), has started a test campaign with noontime transcribed spot announcements "This Day in History," to be expanded later to about 25 Canadian English-language stations. Agency is Locke, Johnson & Co., Toronto.

THE SQUIRT Co., Toronto (grapefruit drink), has appointed Locke, Johnson & Co., Toronto, as agency. Radio spot schedule in conjunction with local bottlers is now in preparation.

AMERICAN HOME PRODUCTS Corp., Jersey City, N. J. (George Washington coffee), has appointed Ruthrauff & Ryan, Toronto, as agency.

PHARMA-CRAFT Corp., New York (Fresh deodorant), has appointed J. Walter Thompson Co., Montreal, as agency.

W. H. COMSTOCK Co., Brockville, Ont. (proprietary), has started new weekly half-hour quiz show "Luck Listening" on CFRB Toronto with possible expansion to other Canadian stations. Agency is Jack Murray Ltd., Toronto.

MOTHER PARKER'S TEA Co., Toronto, has started "Musical Mysteries," quiz show, on CKCO Ottawa. Agency is A. J. Denne & Co., Toronto.

NETWORK ACCOUNTS

New Business

McCOLL FRONTENAC OIL Ltd., Montreal (gasoline), Feb. 27 starts "Mosaique Musicale" on 10 CBC French network stations, Wed., 8:30-9 p.m. Agency: Ronalds Adv., Montreal.

Net Renewals

GULF OIL Corp., New York (motor oils and gasoline), Feb. 10 renews "We the People" for 52 weeks on 106 CBS stations, Sun. 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

ROMA WINE Co., Fresno, Cal., Feb. 28 renews "Suspense" for 52 weeks on 79 CBS stations, Thurs. 8-8:30 p.m. Agency: Biow Co., N. Y.

Net Change

BRISTOL MYERS Lt., Montreal (Ipana, Trushay and Vitallis), Feb. 15 added 5 CBC Dominion network stations (CKNB CJLS CJFX CFCO CFCR) to "Alan Young Show" for total of 30 CBC Dominion network stations, Fri. 9-9:30 p.m. Agency: Ronalds Adv., Montreal.

Florsheim to New Post

STANLEY FLORSHEIM, director of the cooperative program department of ABC since 1942 when he joined the network and founded the department, has been advanced to the newly created post of director of merchandising. Reporting directly to Fred Thrower, vice president in charge of sales, he will work on special assignments in assisting ABC clients to get the most "sell" out of their programs and merchandise them to the best advantage. Barney Cragston, formerly sales manager of the co-op department, succeeds Mr. Florsheim as director.

Homesick, That's All

TWO INDIAN GI's from Oklahoma were homesick to hear their native Kiowa tongue; one—Frank Jones—was in Berlin, the other—Cornelius Spotted Horse—was in Newfoundland. They wrote their mothers, who got together via *Woman's World*, a WKY Oklahoma City service program sponsored by Oklahoma Natural Gas Co. and featuring Julie Benell, producer. Miss Benell made records of the women speaking to their sons in Kiowa, and sent them to the lonesome GI's, who aren't quite so lonesome now.

Co-op Show Sales

REPORTING a continued increase in sales volume of Mutual cooperative programs, B. J. Hauser, director of the MBS co-op department, said that on Feb. 1 there were 608 sales of these programs by Mutual affiliates, as against 344 on July 12, 395 on Sept. 1 and 589 on Dec. 1. Mutual has the three most widely sold co-op shows on any network, Mr. Hauser stated: Fulton Lewis jr., sold on 176 stations; Erskine Johnson on 129, and Credric Foster on 106.

UOPWA to Meet

APPPROXIMATELY 400 delegates of the United Office and Professional Workers of America, CIO, representing organized white collar workers in insurance, radio, social service, advertising, motion pictures, etc., will attend the UOPWA sixth Constitutional convention to be held at the Hotel Hollender, New York, Feb. 18-22. Henry A. Wallace, Secretary of Commerce, will speak Feb. 19.

Fifth Anniversary

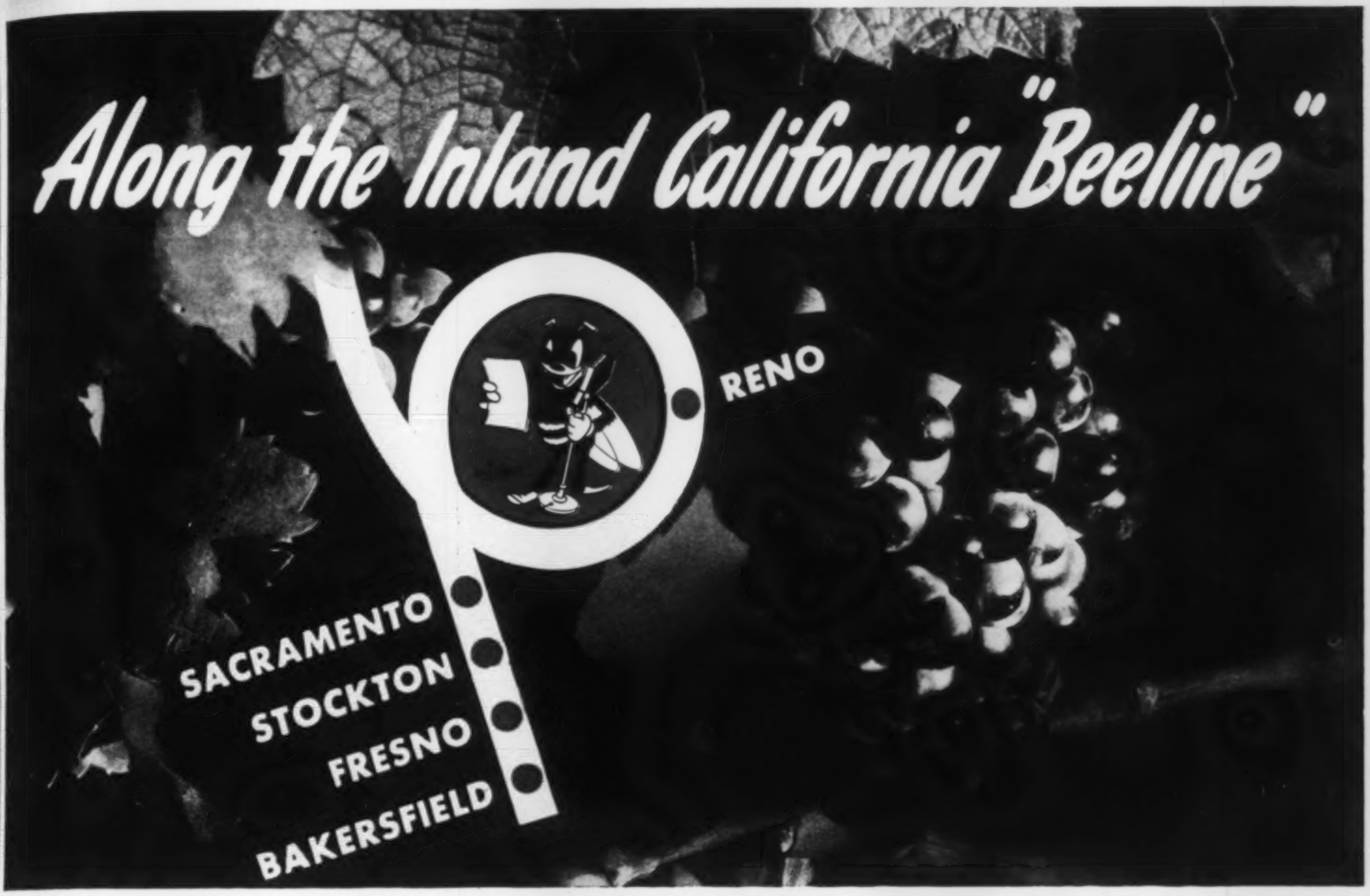
ORCHID from Tom Breneman, conductor of ABC "Breakfast in Hollywood", was airmailed to Ethel Parker, blind conductor of weekly "News for the Blind" program on WLAW Lawrence, Mass., in observation of the fifth anniversary of the WLAW program. Special presentation broadcast was given.

Covering
Ohio's
3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO



. . . *GRAPES* bring growers an annual income of more than $148,299,000

THE BEELINE MARKET grows three fourths of all America's grapes. And income from grapes is just ONE reason why this area is prosperous, important to advertisers. Here in California's fertile central valleys—plus rich Reno and her surrounding area—live 1,518,000 people.

Five of the seven U. S. counties highest in gross farm income are part of this market. Retail sales exceed San Francisco's.

The Beeline Market is a close-knit geographic and economic unit, almost completely surrounded by mountain ranges 6,000 to 8,000 feet high. So radio stations located WITHIN the market are needed for effective coverage.

Here the Beeline Stations, individually and as a group, give DEEP, LOCAL PENETRATION. Combination rates permit the choice of best availabilities on each station without the cost of lines or clearance problems. In selling Inland California . . . YOUR BEST BET'S THE BEELINE!

McCLATCHY
BROADCASTING COMPANY
Sacramento, California
Paul H. Raymer Co., National Representative

Remember these 5 *BEELINE* Stations

. . . each a dominant HOME station, powered for a top notch selling job in its own market area. NOT a regional network, Beeline stations blanket California's mountain ringed central valleys, including Reno and wealthy western Nevada:

KMJ

Fresno. Established 1922. NBC. Primary area coverage of 12 counties with population of 749,300. 5,000 watts — 580 kilocycles.

KWG
Stockton (American)
Established 1921

KFBK
Sacramento (American)
Established 1922

KERN
Bakersfield (CBS)
Established 1932

KOH
Reno (NBC)
Established 1928

More Than Ever
PERFORMANCE
counts most
costs less
with Lingo
445 FEET OF EFFICIENCY
WIBW
TOPEKA

Performance is the key word for the great days ahead! Broadcasters can look with confidence to Lingo Vertical Radiators for every AM application. Our long record of efficiency and stability during and before the war proves that Lingo is the ideal radiator for any station. Remember, *only* Lingo offers you the "6 Extras" * at no extra cost. We are prepared to serve you now and make delivery to fit *your* plans!

*** These Are the Lingo "6 Extras"—**
1. **Moderate Initial Cost**
2. **Optimum Performance**
3. **Low Maintenance Cost**
4. **5 Years Insurance**
5. **50 Years Experience**
6. **Single Responsibility**

WRITE FOR RECOMMENDATIONS

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectation, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, INC.
EST. 1897 **CAMDEN, NEW JERSEY**

LINGO VERTICAL TUBULAR STEEL RADIATORS

Service Front

Network Executives And Army Discuss Radio Use in Peace

EXECUTIVES of the four major networks met informally at a luncheon in New York last Friday with heads of Army public relations to discuss the use of radio by the peacetime Army. The forthcoming Army Day, April 6, was also discussed.

Representing the networks were: For CBS, Dr. Frank Stanton, president, Davidson Taylor, vice president and director of programs, Paul White, director of news and special events; for NBC, Frank E. Mullen, vice president and general manager, Clarence L. Menser, vice president in charge of programs, William Brooks, director of news and special events; for MBS, Robert D. Swezey, vice president and assistant general manager, Phillips Carlin, vice president in charge of programs, Tom Slater, director of special features and sports; for ABC, Mark Woods, president, Robert Kintner, vice president, Adrian Samish, vice president in charge of programs.

The Army was represented by Lt. Gen. J. Lawton Collins, director of information; Maj. Gen. F. L. Park, director of Bureau of Public Relations; Maj. Gen. Harold N. Gilbert, director of military personnel procurement; Lt. Col. Jack Harris, now handling BPR Army Day project.

* * *

GI's Quiz Generals

TO KEEP troops in Europe informed of the new redeployment schedules and the effect on personal plans, American Forces Network is broadcasting a quarter-hour twice-a-week series, *Let's Talk It Over*. Maj. Gen. J. M. Bevans and Brig. Gen. George S. Eyster answer questions of six enlisted men on redeployment, shipping space and replacements.

* * *

Radio—American Style

THERE ARE 70 million Japanese getting a taste of radio in the American tempo — and liking it. Capt. Jack Wormser, formerly of NBC, introduced and until recently produced the series, *Now It Can Be Told* on Radio Tokyo. It is a history of the war, done in a modified March of Time style, half-hour four times weekly, on 86 stations. Program is done in Japanese with Japanese actors, but with considerably faster pace than has been the rule in Japanese radio.

At a dinner given for Capt. Wormser by the Dramatic Club of the Broadcasting Corp. of Japan, on the eve of his return to the U. S. for release from the Army, spokesmen for the actors said that Capt. Wormser had brought to Japanese radio the technique that has made American broadcasting the best in the world. "By his patience and ability to teach, he has started a new trend in radio drama in Japan," the spokesman said. The series will continue.

Staff at Army headquarters, radio section in Tokyo now includes Capt. Lansing B. Lindquist, radio and communications officer, formerly of WSYR Syracuse; Capt. Dina Carlson, ex-NBC producer; Sgt. Rad Hall, of NBC; Corp. Mike Dutton, ex-producer of Philco *Hall of Fame;* and Corp. Jim Fleming, CBS correspondent in Moscow.

* * *

Capt. Horn Retires

CAPT. CHARLES W. HORN, USNR, special assistant to the Director of Naval Communications, went on inactive duty last Friday. Capt. Horn pioneered in early radio work and especially in NBC television development. When he left the network he was assistant to the vice president and director of research and development. He plans to go to Mexico to work with several firms there as technical consultant in electronics and other lines. He may also act as representative for several Latin American companies.

Capt. Horn

* * *

Col. Kent Returns

COL. HAROLD W. KENT, for last five years on leave to the Army from position as director, Radio Council, WBEZ, Chicago public schools, will assume his former duties effective March 1. George Jennings, who has acted as director during Col. Kent's absence, has been made assistant director and will continue with the Council in that position.

* * *

New Tokyo Mose

SGT. WALT KANER, director of publicity and special events for WLIB and WWRL New York before entering the Army July 1943, has succeeded Sgt. Hy Averback as "Tokyo Mose", conductor of a daily program of recorded music on the Armed Forces Radio Network in Japan and Korea.

* * *

Pettus Removed

ARMY authorities removed Sergeant Kenneth J. Pettus, a former NBC Chicago news editor, as managing editor of the Pacific edition of the *Stars and Stripes,* because he "did not fulfill the qualifications" for the special work he was doing, according to a story appearing in the New York *Herald Tribune* last week. Pettus and another staff member dismissed at the same time interpreted their removal as "direct retaliation" for

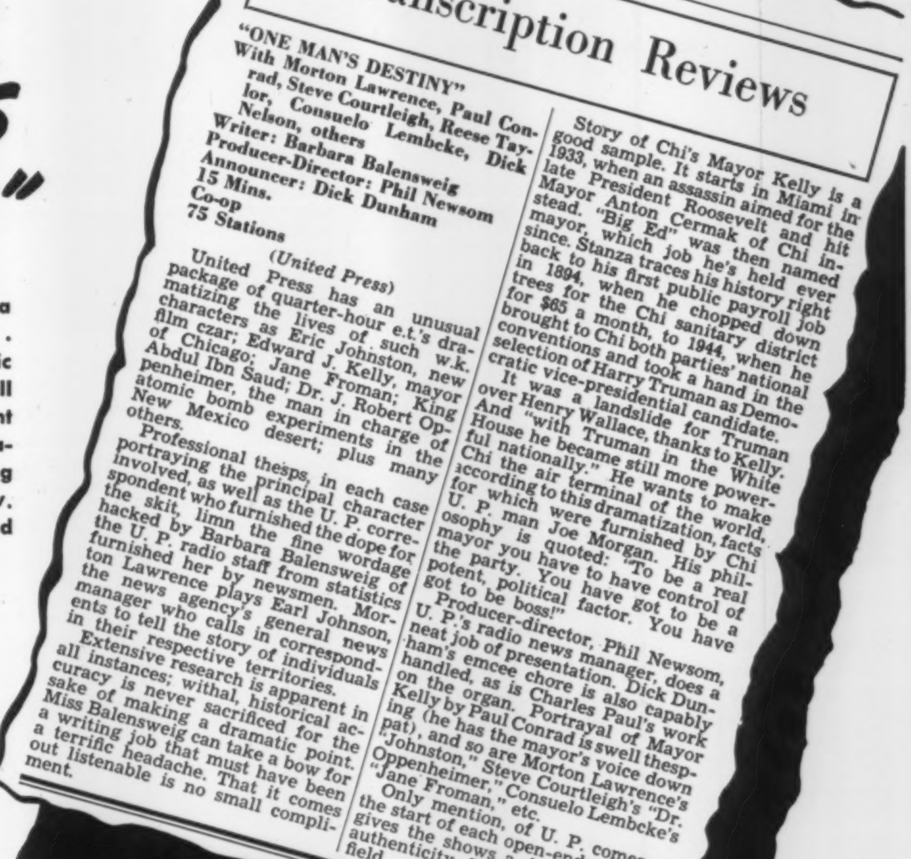
(Continued on page 76)

"ALL TOPS"-
VARIETY

"ONE MAN'S DESTINY"

"Unusual package of e. t.'s" . . . "can take a bow for writing" . . . "swell thesping" . . . "withal accuracy never sacrificed for dramatic point" . . . "neat presentation" . . . "they're all tops in the field"—says Mike in this recent Variety review of U. P.'s transcribed dramatizations of the careers of the men who are making the biggest news of today—and tomorrow. Your nearest U. P. bureau will gladly send audition samples, full details.

UNITED PRESS



44 RADIO

Transcription Reviews

"ONE MAN'S DESTINY"
With Morton Lawrence, Paul Conrad, Steve Courtleigh, Reese Taylor, Consuelo Lembcke, Dick Nelson, others
Writer: Barbara Balensweig
Producer-Director: Phil Newsom
Announcer: Dick Dunham
15 Mins.
Co-op
75 Stations

(United Press)

United Press has an unusual package of quarter-hour e.t.'s dramatizing the lives of such w.k. characters as Eric Johnston, new film czar; Edward J. Kelly, mayor of Chicago; Jane Froman; King Abdul Ibn Saud; Dr. J. Robert Oppenheimer, the man in charge of atomic bomb experiments in the New Mexico desert; plus many others.

Professional thesps, in each case portraying the principal character involved, as well as the U. P. correspondent who furnished the dope for the skit, limn the fine wordage hacked by Barbara Balensweig of the U. P. radio staff from statistics furnished her by newsmen. Morton Lawrence plays Earl Johnson, the news agency's general news manager who calls in correspondents to tell the story of individuals in their respective territories.

Extensive research is apparent in all instances; withal, historical accuracy is never sacrificed for the sake of making a dramatic point. Miss Balensweig can take a bow for a writing job that must have been a terrific headache. That it comes out listenable is no small compliment.

Story of Chi's Mayor Kelly is a good sample. It starts in Miami in 1933, when an assassin aimed for the late President Roosevelt and hit Mayor Anton Cermak of Chi instead. "Big Ed" was then named mayor, which job he's held ever since. Stanza traces his history right back to his first public payroll job in 1894, when he chopped down trees for the Chi sanitary district for $65 a month, to 1944, when he brought to Chi both parties' national conventions and took a hand in the selection of Harry Truman as Democratic vice-presidential candidate.

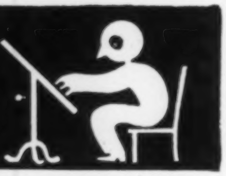
It was a landslide for Truman over Henry Wallace, thanks to Kelly. And "with Truman in the White House he became still more powerful nationally." He wants to make Chi the air terminal of the world, according to this dramatization, facts for which were furnished by Chi U. P. man Joe Morgan. His philosophy is quoted: "To be a real mayor you have to have control of the party. You have got to be a potent, political factor. You have got to be boss!"

Producer-director, Phil Newsom, U. P.'s radio news manager, does a neat job of presentation. Dick Dunham's emcee chore is also capably handled, as is Charles Paul's work on the organ. Portrayal of Mayor Kelly by Paul Conrad is swell thesping (he has the mayor's voice down pat), and so are Morton Lawrence's "Johnston," Steve Courtleigh's "Dr. Oppenheimer," Consuelo Lembcke's "Jane Froman," etc.

Only mention, of U. P. comes at the start of each open-ender, which gives the shows a definite tone of authenticity. They're all tops in the field.

Mike.

PROMOTION



LIEUT. COL. JAMES ROBERT COVINGTON, on terminal leave from the Army has been appointed sales promotion director of WBT Charlotte, N. C. He formerly had been with Vick Chemical Co., New York, as eastern advertising manager of firm's domestic division.

JOYCE MOSS has resigned from CBS Hollywood press information staff to become western editor of Photoplay Magazine.

HAROLD TWITTY, veteran of three years' service in the Marines, has been appointed promotion manager of WLAC Nashville, Tenn. He previously had been manager of the Nashville Bureau of UP and was with advertising department of The Nashville Banner.

Mr. Twitty

MARTIN COHEN, released from AAF as captain, is new addition to the publicity - promotion staff of WWSW Pittsburgh. He served two years in Pacific with 5th Air Force.

ED EGEN, in charge of ABC Hollywood audience promotion, has resigned that post effective March 1 to establish his own business as a graphic arts consultant. **SYDNEY STEVENS**, network Hollywood purchasing agent, will take over Mr. Egen's duties.

CLAIRE D. McMULLEN joins WPEN Philadelphia as publicity director Feb. 25, transferring from WFIL Philadelphia.

SGT. RICHARD PACK has been awarded Army commendation ribbon for outstanding work in "utilizing radio broadcasting as a public relations medium for the 1st Air Force". Prior to entering the Army Sgt. Pack was director of publicity for WOR New York.

DAVID McNUTT, for nearly five years with AAF in public relations work, has been added to the promotion department of McClatchy Broadcasting Co. (KFBK KWG KMJ KERN KOH). He was released from service as lieutenant colonel, previously had been with NBC press department in San Francisco.

1,000,000 EARS

will get a BANG-UP wallop from this little guy

570 on your dial

Want to call on 500,000 listeners in Northeastern Wisconsin and Upper Michigan? You can with WMAM, The Voice of NBC in the North! It's your chance at a new audience because all outside stations "throw in the sponge" when they hit the fortress wall of fading created by iron and other geographic barriers. Located in the heart of this important Great Lakes buying area and on the dial at 570 (time buyers please note), WMAM virtually offers 5000 watt coverage at 250 watt rates. Let our Hooper survey prove this story, write for details.

WMAM

Marinette • Wisconsin

BRANCH STUDIOS IN
STURGEON BAY • WIS.
IRON MT. • MICH.
JOSEPH MACKIN, Mgr.

Nat'l Representatives: Howard A. Wilson Co.
Chicago, New York, San Francisco, Hollywood

F. T. DODD BOYER, transcription librarian at WTMV East St. Louis for more than six years, has been named publicity director.

JOS. F. KILCH, who has been announcing at WKST New Castle, Pa., for three years under name of Al Francis, is now WKST promotion and publicity director, a new post.

BOB HIBBARD, member of the news staff of WGN Chicago, has transferred to the public relations and special features department.

EARL ZEIGLER, released from the Army Signal Corps, has joined NBC Hollywood press department as staff photographer. He replaces **JERRY RAY**, resigned.

ROBERT SAUDEK, director of public service for ABC, addressed a meeting of the Federal Radio Education Committee in Washington on Feb. 14.

BEN J. KERNAN, released from armed forces after Pacific duty, has joined the promotion and merchandising staff of WOAI San Antonio.

KSTP 'Newspaper'

DESPITE refusal of St. Paul-Minneapolis newspapers to publicize radio shows, KSTP is supplying Twin City listeners with latest information on its radio shows with a unique "newspaper" of its own. Titled "The KSTP Radio Reporter," publication now has a circulation in excess of 100,000. Paper was developed with Western Grocery Co., which utilizes reverse side of their weekly handbills to list programs. Mailed to customers of the stores, paper is printed in two editions each week, one a single page edition for rural areas, the other a two-page edition circulated in the Twin Cities and surrounding towns.

Jazz Scholarships

WOV New York last week announced jazz piano "scholarships" to be awarded talented high school and college students during a contest period scheduled Feb. 11-May 1. First place winner will be given a course of 14 private lessons by Teddy Wilson, jazz pianist. Second place winner will receive eight lessons with a professional pianist and third place winner will receive six. Contest will be held annually.

Television Unit Loaned

A COMPLETE television production unit has been loaned by Farnsworth Television Corp. for installation on third floor of Yorkville Public Library, New York, for City College of New York television laboratory production workshop. Students will use equipment to learn camera techniques, lighting, color and titles and direction.

Tie-in Promotion

PROMOTION booklet on safety record and achievements of Mistletoe Express Service, regional delivery and trucking service and subsidiary of Oklahoma Publishing Co., also mentions radio operations of the parent firm, WKY Oklahoma City, KVOR Colorado Springs and KLZ Denver (affiliated management).

Vaudeville Version

QUARTER-HOUR stage version of NBC "People Are Funny" program was presented by WMBG Richmond, Va., during one-week run at local theatre of the Paramount motion picture of that title. Five members of the movie audience participated in the program which was billed as regular part of stage show.

WROK Civic Dinner

CIVIC dinner honoring Tom Breneman, host of ABC "Breakfast in Hollywood" program, for his efforts in behalf of the March of Dimes, was sponsored Feb. 12 by WROK Rockford, Ill. City was hardest hit in 1945 by polio epidemic. Proceeds from dinner were contributed to local fund.

WHEC Service

TWENTY-FOUR page booklet has been prepared for distribution by WHEC Rochester, N. Y., presenting in word and picture manner in which station serves its community. Titled "In the Community's Service," booklet presents examples of public service and how the variety of WHEC programs fill various needs of listeners.

WISH CAME TRUE for Mrs. Taylor Barrett (above), Salt Lake City listener, when she told Jerry Burns, of KDYL "Wishing Well," that she wanted a certain wall paper for her living room. Jerry got the paper from ZCMI department store, then went out to the Barrett home and hung it himself.

WQAM Gift

LEATHER-BOUND album containing complete set of transcriptions of 1946 Orange Bowl Game as broadcast by Ted Husing over CBS and affiliate WQAM, has been presented by the Miami, Fla., station to the men's athletic department of U. of Miami.

Trade Deal

RECIPROCAL trade deal has been made with This Month Magazine and the American Institute of Food Products, wherein participants on the "Dr. Walter Eddy Food Forum" program on Mutual receive gratis subscriptions to This Month Magazine.

CBS Broadside

IN A BROADSIDE of "first press comment on first demonstration of ultra high frequency full color television" CBS has reprinted newspaper and press association comment on its UHF color telecast demonstration.

Rodeo Publicity

PROMOTION for first rodeo in recent times of Yuma, Ariz., will be handled by KYUM Yuma. Junior Chamber of Commerce is sponsoring March 2-3 show to be staged in new race-track arena.

Tomlinson Honored

EDWARD TOMLINSON, NBC commentator and Inter-American advisor, last Thursday was awarded Brazil's highest decoration to foreigners, the National Order of the Southern Cross (Cruziero do Sul) for "his part in promoting Inter-American friendship." Ceremonies took place at the Brazilian Embassy in Washington. Mr. Tomlinson left for Mexico last Saturday to cover political campaigns there. In April he will again return to South America.

New MBS Comedy

HARRY SAVOY, radio comedian, portrays an incompetent salesman in new series titled "Harry Savoy Show" started Feb. 16, Sat. 8:30-9 p.m., on Mutual. Cast also includes Vera Holly, singer, Murphy Sisters trio and John Gart, conducting orchestra.

CBS Signs Pact

TWO-YEAR agreement covering wage increase for CBS Hollywood publicists was signed by Donald W. Thornburgh, network Pacific Coast vice-president, and Milt Gottlieb, business manager of Screen Publicists Guild, in early February. Terms call for 20% salary increase for scale publicists and 15% increase for those staff members already receiving over scale. Other provisions include two weeks vacation with pay for one year of service and one week vacation for six months service, as well as four weeks severance pay. ABC Hollywood recently signed agreement with SPG calling for 20% wage increase.

SWEDES' STORY

WROK Transcriptions Aired By Stations in Sweden

SWEDISH residents' contributions to the life of an American city are being related to radio listeners in Sweden via a series of transcriptions made by WROK Rockford, Ill.

Eight transcriptions were made last fall for Sven-Olof Sandberg, Swedish composer and opera singer, who spent a month in Rockford for preparation of the programs. The city was chosen because a large percentage of its residents are of Swedish descent.

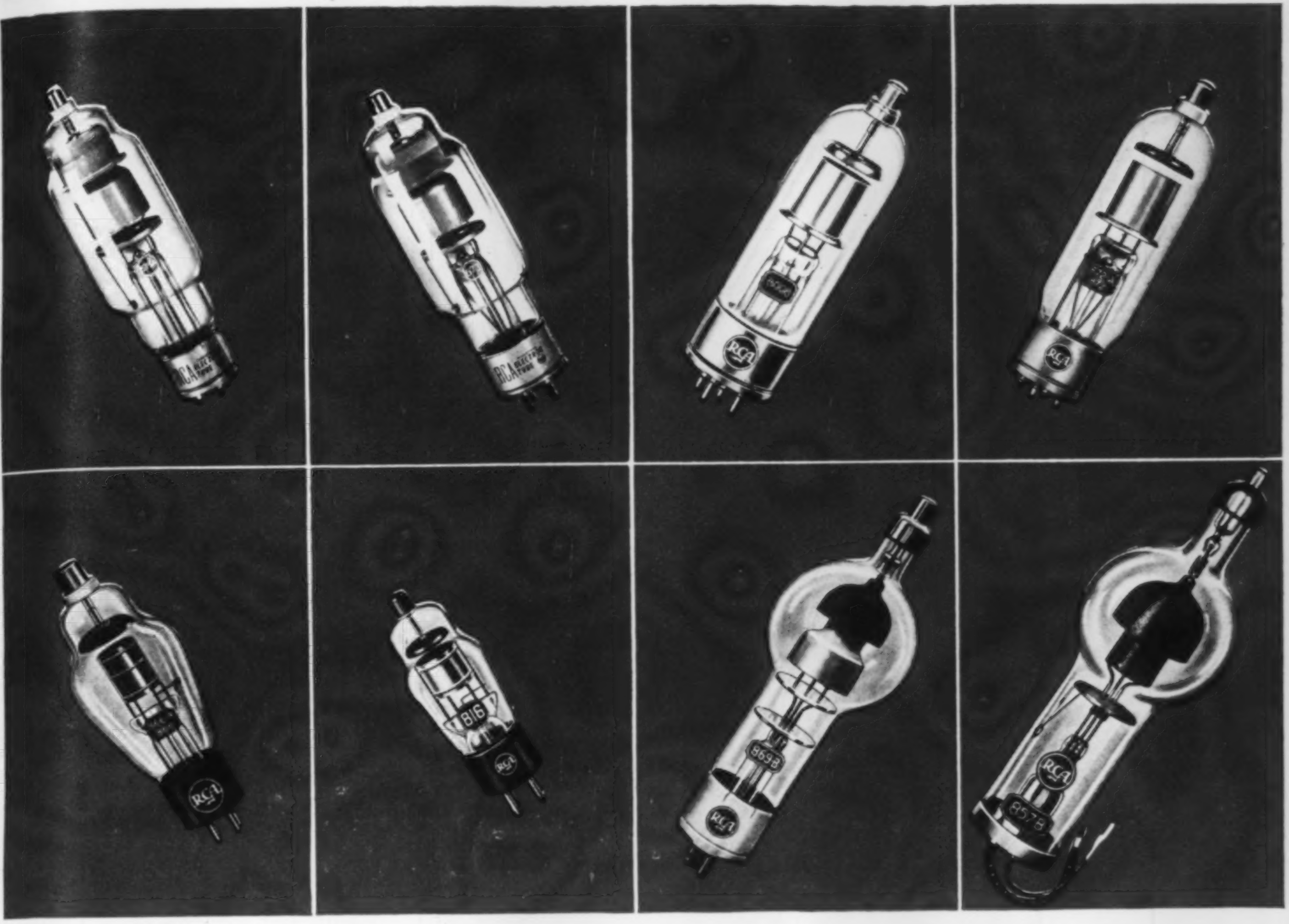
Mr. Sandberg, who took the transcriptions with him and arranged for their broadcast on stations throughout Sweden, has written that the programs are given wide publicity in Sweden's radio magazine *Roster i Radio*. He added: "The broadcasts are a tribute to all Swedes in America.

BMB Adds Five

BROADCAST MEASUREMENT BUREAU has added five more stations to its membership, bringing the total to 630 stations and the four networks. Latest subscribers are KELD El Dorado, Ark.; WHUB Cookeville, Tenn.; KFPW Fort Smith, Ark; WFOR Hattiesburg, Miss., and KTHS Hot Springs.

FOR UNUSUAL PERFORMANCE IN IDAHO?

KSEI
POCATELLO • IDAHO



You get *plus* values from RCA in Mercury-Vapor Rectifier Tubes

- *You get a complete line* . . . including such types as RCA 857-B, 869-B, 872-A/872, 8008, 866-A/866, 816, 575-A, and 673.

- *You get improved design* . . . resulting in longer tube life, more efficient service, greater operating economy. For example, design changes made several years ago in the 872-A/872 and the 866-A/866 have resulted in greater freedom from arc-back, lower voltage drop, and cathode coatings with higher thermal efficiency. In the 575-A and 673, a new zirconium anode coating gives greater heat dissipation; special anode construction confines glow discharge to minimize bulb bombardment.

- *You get the most for your money* . . . for RCA has led the way, year in and year out, in lowering tube prices . . . by increasing production . . . by more efficient manufacturing methods . . . by improving design . . . by applying new materials and methods.

- To get these plus values for *your* station, remember this . . . when tubes are needed for your transmitter, specify RCA . . . not only rectifier types but any other renewal tube. For technical data on any RCA type, write RCA, Commercial Engineering Department, Section B-2B, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DIVISION
RADIO CORPORATION of AMERICA
HARRISON, N. J.

KANSAS CITY
IS A
K
O
Z
Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Service Front

(*Continued from page 72*)

charges by the editorial staff of the *Stars and Stripes* that open pressure had been put on them to distort and play down news to serve the personal interests of the Army hierarchy.

* * *

Matthews to VA

W. KENNETH MATTHEWS, former business manager of WJHL Johnson City, Tenn., has been made Chief of the radio section, public relations division, of the Veterans Administration, Atlanta, Ga. Mr. Matthews, now a major in the Air Corps Reserve, was recently discharged from the Army after three and a half years' service, over two of which were spent in the ETO.

* * *

Dyke Returning

BRIG. GEN. KENNETH R. DYKE, Director of Information & Education in Japan, is slated for return to the States by about March 1. He is recruiting technicians and other workers for Japan. It is not yet known whether he will return to Tokyo. Gen. Dyke is on leave from NBC as director of advertising and promotion.

* * *

Now Commander Gaunt

LIEUT. COMMDR. JOHN GAUNT, former NBC New York producer, now with Navy administration, Armed Forces Radio Service, Los Angeles, has been promoted to full Commander.

* * *

Work on Way

MAJ. MARTIN H. WORK, Commandant of Armed Forces Radio Service, Los Angeles, will be released from active duty in March.

* * *

From Radio to Inventions

LIEUT (jg) LAMAR A. NEWCOMB, USNR, formerly with the FCC and now radar officer in the Navy, has been transferred from Harvard Radio Research Lab. to newly formed Office of Research and Inventions.

* * *

Squares Off With Sara

CPL. ROBERT WARRNE ROBERTS, known to audiences of KYW Philadelphia as Bob Warren during his announcing days, appeared opposite Sara Churchill, daughter of Britain's former Prime Minister, in the leading male role in a Royal Air Force Play—"Squaring the Triangle."

* * *

Boyle Switches

JIMMY BOYLE, recently with American Forces Network newsroom in London, has joined the publicity department of USO Camp Shows, headquartered in New York.

* * *

Tillman Release Expected

JOHN TILLMAN, for five years with CBS New York announcing staff, now chief announcer and non-com in charge of operations of AFRS San Francisco, expects to be released from service soon. "It's radio . . . and it's been a good Army assignment," he writes, "but I'm looking forward to getting back to those commercials!"

Crow Bombing

WIBW TOPEKA covered the "major operation" of a series of bombings planned by the State of Kansas to rid south central Kansas of crows. Gene Shipley, WIBW farm service director, and Lewis Dickensheets, engineer, late last month took the station's wire recorder and portable power supply to within 300 feet of the "target" to record the blast when a chain of 366 dynamite-and-shot bombs was set off in a roost estimated to harbor a million crows. The results: 200,000 dead crows, and a different type of farm broadcast for WIBW listeners.

Radio at Texas School Supervised by KTSM

UNDER SUPERVISION of Virgil Hicks, KTSM El Paso, Tex., director of extension service, the Texas College of Mines and Metallurgy now offers a major in radio. The school, a branch of the University of Texas, has installed complete control room, studios and other equipment on the campus to be used by students in conjunction with KTSM.

Idea was first conceived several years ago by J. F. Williams, dean of student life and journalist department head, who enlisted the aid of Karl Wyler, vice president and general manager of KTSM. Mr. Wyler, with Dr. D. M. Wiggins, president of the college, and Joseph Bennis, El Paso attorney, conferred in New York with Dr. James Angell, public service councillor for NBC, and other officials of that network.

Mr. Hicks was named to lay the groundwork of the college's radio department. Reciprocal gesture to KTSM was later afforded when the wartime draft precipitated a serious station personnel and qualified radio students were able to fill in KTSM positions.

New Technical Unit

NEW DIVISION in the Dept of Commerce has been created to initiate and conduct research and development work on materials, processes and inventions which will advance technological productivity of the nation. The unit will arrange for development of promising inventions and ideas and will coordinate and use technical knowledge. It will cooperate with educational, Federal and other agencies. Title is Production Research & Development Division.

CALL LETTERS
# of a Great Station!

Careful planning!

This station's broadcasting schedule is designed to provide a daily pattern of radio entertainment that suits every taste . . . top Canadian productions, plus the best from Columbia.

Favourite programmes!

This policy has built CFRB's reputation as the station supplying most of the shows most of the people want to hear. Listenership ratings have proved this, time after time.

Richer markets!

With its ever-growing popularity, CFRB is in a position to influence more sales in Ontario. And this province represents more than 40% of Canada's total buying power.

Broader coverage!

Reports from the Bureau of Broadcast Measurement show this station as having the largest primary coverage of any in the Province.

This is the first of a series of advertisements which will reveal startling information about Ontario's listening habits. Watch for the facts and figures!

860 kc. **CFRB** **TORONTO**

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!

DETROIT'S LEADING INDEPENDENT STATION

WJBK

GOING STRONG ON WJBK

WJBK has what it takes to hold big time accounts year after year. Here is a partial listing.

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

★

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2, MICH.

PROGRAMS

PRESENTING New England Senators and Representatives in discussions of current topics and pending legislation, new public service program, "New England in Congress," started Feb. 16 on Yankee Network in Sat. 7:45-8 p.m. period. Interviews are conducted by Francis W. Tully of Washington Reporters, Yankee representative in national capital.

WMCA Plans UNO Series

WMCA New York, which each Sunday afternoon broadcasts a half-hour "Halls of Congress" highlight program reconstructed from the Congressional Record, plans to do the same for the United Nations Organization. Nathan Straus, WMCA president, Feb. 13 submitted to Secretary of State James F. Byrnes plans for a regular series to start when the general UNO assembly convenes in September. Broadcasts, Mr. Straus' letter said, are intended to "publicize the processes of worldwide democratic action and contribute to understanding of the common aspirations of all people."

WAAB Forum

PRESENTING members of the faculty and students of Holy Cross College, Worcester, Mass., new Thursday evening series has started on WAAB Worcester under title "The Holy Cross Forum." Industrial and civic leaders also participate. Purpose is to indicate responsibility of higher education in meeting the challenge of current problems.

Speeches Sponsored

CKCK Regina, Sask., has started broadcasting important speeches of the provincial legislature with the provincial government sponsoring the programs on a commercial basis. A total of 22½ hours has been contracted for and it is expected that one hour speeches or descriptions of legislative action will be longest broadcast at any one time.

Mutual Airs Finals

ANNUAL Golden Gloves semi-final rounds on March 6 and March 25 will be broadcast by Mutual. Stan Lomax will handle blow-by-blow description of the contest and Tom Slater will do between-rounds commentary. Bout broadcasts will start at 11:15 a.m. and run to completion.

Home Program

TITLED "Deep Purple", new series of programs started by WHTD Hartford, Conn., originates from home of Station Manager Ralph D. Kanna with Mrs. Kanna as hostess. Broadcast Fri. 10:15-10:30 p.m., program features piano selections by Mrs. Kanna and interviews with Connecticut personalities.

WFOY Stars

MEMBERS of the science classes of St. Augustine, Fla., high schools have been invited to attend pre-broadcast sessions of new program started by WFOY St. Augustine titled "An Evening Under the Stars," informal astronomical discussions by Lew Doolittle.

Annual Contest

ANNUAL competition between science students of western Pennsylvania high schools for three college scholarships started Feb. 10 on KDKA Pittsburgh as series of seven consecutive Sunday programs in conjunction with Buhl Planetarium School Science Fair.

Dinner Music

HEARD Monday, Wednesday, Thursday and Friday in early evening quarter-hour period, new program "Treasure Parade" has started on KYW Philadelphia. Staff orchestra presents dinner music and conversation.

Race Program Topic

RELATIONS between Negroes and Whites was to be the subject of the Feb. 16 (3:30-4 p.m.) Mutual broadcast of "It's Up to Youth." Program was to mark the beginning of Brotherhood Week. Show was to include a dramatization of a recent incident at a New York high school when a teacher began conducting extra-curricular activities among pupils to present unprejudiced views of race problems. Panel of teen-age students was to discuss the problem, with Bill Slater acting as moderator.

WOR 'Night Club'

NEW HALF-HOUR program called "Groundfloor Nightclub" with Barry Gray as m.c. starts Feb. 19, Tues., 11:35-12 midnight on WOR New York. Show will feature night club talent as guest stars.

From Gilbert & Sullivan

RECORDED condensations of musical scores from Gilbert & Sullivan operettas is format of new series started Feb. 17, Sun. 9:30-10 p.m. on WINS New York.

On Income Taxes

GENERAL information on filing income tax returns will be presented in a four-day series starting March 4 on WLIB New York.

Human Nature Studies

SERIES of psychological dramas, "Dark Venture," starts Feb. 19 on ABC in Tues. 8:30-9 p.m. spot.

Real Life Serial

REAL LIFE drama of Mary Kennedy is unfolding without benefit of script writers or sound effects, other than the lovely notes of her own voice. Self-appointed directors of the current chapter of the story are Sidney J. Flamm, executive director of WAAT Paterson, N. J., and Hon. Milton Schmach, justice in the Paterson District Court. Hearing her sing before a local group, the two were so impressed with her voice that they persuaded to join them in engaging a voice teacher for Miss Kennedy a group including Donald Flamm, former owner of WMCA New York, James V. Cosman, AT&T executive, and Ben Konner, president of North Jersey Apparel Center. They also interested Helena Rubenstein, of the cosmetic firm, in advising Miss Kennedy on make-up and clothes. She will make her New York debut at Town Hall.

Duffy's Cited

'DUFFY'S TAVERN' (NBC Fri. 8:30-9 p.m.) has been selected on the Honor Roll of Race Relations for 1945 by the Schomburg Collection of Negro Literature, a part of the New York Public Library. The show, the only radio program named on the 1945 honor roll, was cited for demonstrating "that Negro actors may be featured in comedy without the use of jokes that are offensive to any racial group." Eddie Green, who plays role of "Archie," was the featured actor to whom the citation was directed.

MORE OR LESS FM
Engineer, Set Maker Discuss Wager on Trend

SARKES TARZIAN, Bloomington, Ind., consulting engineer, and Dale Pollack, vice president in charge of engineering, Templetone Radio Mfg. Corp., New London, Conn., are contemplating a $1,000 wager on whether more radio sets will be made with FM than without it.

Mr. Pollack has stated the proposition in a letter to Mr. Tarzian, as follows:

"I shall be willing to take your proposal on the following terms:

"If for any calendar year between 1946 and 1951, inclusive, the total dollar volume of home receivers incorporating FM reception exceeds the total dollar volume of receivers which do not provide for FM reception, you will pay to a charity of my choosing the sum of $1,000.

"However, if for each of the calendar years from 1946 to 1951, inclusive, the converse is true, viz, the total dollar volume of home receivers without FM exceeds the total dollar volume of receivers with FM, then I will pay to a charity of your choosing a like sum of $1,000.

"Dollar volume shall be based on RMA figures for complete receivers, as shipped, at manufacturers' prices."

Mr. Tarzian in reply said:

"My original offer, made at the November 1944 IRE meeting in Rochester in the presence of about 500 radio engineers still stands.

"I will bet $1,000 with any one that during the five-year period after the war, in any one year *more* AM receivers will be manufactured and sold than AM-FM or FM sets."

New Intercom System

ELECTRONX, an intercommunication system using electric lighting wires for connecting links, with units at each point in the home, office or factory put into service by plugging them into the nearest light socket, is being introduced by its creators, Sol J. Levy and J. Lawrence Cassell, president and vice president of Monmouth Laboratories.

Vancouver's
CKWX
First
IN CANADA'S THIRD MARKET
1000 WATTS GOING TO 5000
Mutual Network
REPRESENTED BY
WEED and Co.

WAPI's Ambassadors to Alabama

We have a saying here at WAPI that "People listen to old friends most." And WAPI talent has been making it come true for more than 22 years. The popularity these personalities enjoy during their "off-the-air" hours enhances the widespread popularity of WAPI itself throughout the Alabama we serve.

Take Dr. Henry Edmonds. When he isn't discussing world events over WAPI, he lectures around the South and still finds time to meet deadlines for his daily column in the Birmingham *Post*. And Henry Vance, WAPI's top sports broadcaster, has written "The Coal Bin" daily for a local paper for some 15 years.

WAPI personalities make friends everywhere. Organist Stan Malotte's listeners visit Birmingham's largest theatre for more of his humorous cut-ups on the keyboard. Jimmie Willson—who brings both public events and songs to WAPI audiences—regularly steps from the studio to emcee assignments at charity affairs and business banquets. Lionel Baxter, newscaster, presides at a luncheon club. And you'll find Maury Farrell at almost every sports event.

More times than not, Mrs. Leo Copeland is on her way to address some women's group or cooking school after she broadcasts WAPI's *Model Kitchen*. Delmar Bradley is an ex-officio member of nearly every women's group. Script-writer Roy Flynn has been going straight home from work to finish his first novel—for which publishers Farrar & Rinehart have already given a $1,000 advance. Joe Rumore sings in the Church of the Advent choir. Burtt McKee has been Director of Birmingham's Little Theatre.

There's more to WAPI talent than any printed page could possibly tell. They're the kind of people WAPI listeners not only like to hear but to *meet*—and often. *You'd* enjoy meeting them—and having them work for you. You can do both by calling us or Radio Sales.

WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales

Head You Lose

BYRON HEAD, early morning m.c. of the KOIL Coffee Club, Omaha, had a listener who howled a spirited accompaniment with evident satisfaction to his theme song, "Honolulu Polka." The vocalist was a Cocker spaniel belonging to Mrs. I. G. Hultman of Omaha, and he knows what he likes in theme songs. Last week, Head changed his tune to "Steel Guitar Rag." The Cocker, standing expectantly in front of the radio, looked blankly at his mistress. Head now has one less listener.

WTMJ and Music Group Awarding Scholarships

FOR FIRST TIME since its inauguration three years ago WTMJ Wisconsin, in conjunction with the Wisconsin Federation of Music Clubs, is conferring $1,000 in cash for music scholarships.

Finals in the annual contests were conducted Feb. 10. Thirty musicians were selected and will be featured in a series of 13 Sunday afternoon recitals.

Awards comprise: First prize of $500, $300 second prize and $200 third prize. Judges are Jules Herbuveaux, program manager, NBC Chicago; Dr. Sigfried Prager, U. of Wisconsin school of music, and Rudolph Ganz, Chicago Musical College.

NIGHT OR DAY...
IT'S THE ONLY WAY...

LAKE
MICHIGAN
VAN BUREN
KALAMAZO
CASS
ST. JOSEPH
BERRIEN
LA PORTE
WSBT
ST. JOSEPH
ELKHART
LA GRANGE
STEUBEN
WIL
MARSHALL
KOSCIUSKO
NOBLE
DE KALB
DE
STARKE
WHITLEY
ALLEN
ASKI
FULTON
CASS
MIAMI
WABASH
HUNTINGTO

TO GET
INTENSIVE COVERAGE HERE!

Every Hooper report, since the Hooper continuing study began, shows overwhelming preference for WSBT in the South Bend market area—*a greater audience, most of the day, than all Chicago and local stations combined can claim.*

WSBT serves an area of 1,024,851 population in 278,130 radio homes of 27 Indiana-Michigan counties. *It is undisputed 1st choice of Indiana's 2nd market!*

The South Bend, Indiana Market
(7 Indiana-Michigan Counties)

Population	464,000
Retail Sales	$242,556,000.00
Effective Buying Income	$545,263,000.00

COLUMBIA NETWORK

WSBT
SOUTH BEND

960 KC
1000 WATTS

Paul H. Raymer Co., National Representatives

FIRST TRANSCRIPTION in the *Olympia Report* series of weekly newscasts from the Washington state capital, prepared by the cooperative, non-profit Washington State Radio News Bureau organized by Washington State Broadcasters Assn. [BROADCASTING, Feb. 11], is presented to Gov. Mon C. Wallgren. Here are (l to r): Tom Olsen, owner-manager of KGY Olympia and president of the broadcasters association; Jack Gerrie, executive assistant to the Governor; Gov. Wallgren; Carl Downing, executive manager of the news bureau and m.c. of *Olympia Reports.*

Chicago Radio Newsmen Complete Organization

PERMANENT organization of the Chicago Radio Correspondents Association and adoption of a constitution were completed last week in Chicago.

Constitution provides for active membership, associate non-resident membership and honorary membership. Each active member will have full privileges of the organization and voting quotas by station and press associations were abolished.

Executive council of the CRCA was enlarged to six members by splitting the office of secretary and treasurer. Everett Holles, news director of WBBM, was elected secretary. Officers previously elected are William Ray, WMAQ-NBC, president; Robert F. Hurleigh, WGN, vice president; Robert Ward, WJJD, treasurer; Julian Bentley, WLS, and Cornelius O'Dea, WENR-ABC, members of the executive committee.

Sign Neilsen Index

TWO NEW CLIENTS have signed with A C. Neilsen Co. for Neilsen radio index service. They are American Meat Institute, Chicago, which sponsors the "Fred Waring Show" on NBC twice weekly, and the Institute's advertising agency, Leo Burnett Co., Chicago.

BATTING 1,004
FCC Reports 61 More AM's Than in January '45

U. S. STANDARD broadcast stations numbered 1,004 on Jan. 1, an increase of 61 from the 943 reported as of Jan. 1, 1945.

FCC released these figures in making available a new "List of Radio Broadcast Stations by Frequency." Officials said the comparative totals include both CPs and operating stations.

The booklet shows, as of Jan. 1, call letters, main studio locations, transmitter sites where they differ from main studio locations, operating power, operating time and use of directional antennas.

Schreier Re-elected

GEORGE SCHREIER, director of information of the Scholastic Sports Institute and national secretary of Sports Broadcasters Assn., has been re-elected treasurer of the International League Baseball Writers Assn.

Scenic Designs

TELEVISION art directors of New York's three video stations—Bob Bright of WABD, Jim McNaughton of WCBW and Bob Wade of WNBT—will discuss their work March 5 at an American Television Society luncheon meeting on scenic design to be held at Hotel Sheraton, New York.

Worthy of an Engineer's Careful Consideration

TYPE 111-A AMPLIFIER

The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK
37 W. 65 St. 23

SAN FRANCISCO
1050 Howard St. 3

LOS ANGELES
1000 N. Seward St. 38

Scott, Packard, Searle Form Electronics Firm

ORGANIZATION of a new company, Technology Instrument Corp., to develop and manufacture electronic and laboratory equipment has been announced by its directors, H. H. Scott, R. W. Searle and L. E. Packard, all formerly of General Radio Co., Chicago. The new firm is located at Waltham, Mass.

Mr. Scott

Mr. Scott, serving as president, will have charge of technical development. He was General Radio Co.'s executive engineer, responsible for development of sound and vibration measuring equipment, FM and broadcast station monitoring equipment, and other R-F and audio measuring instruments.

Mr. Packard, treasurer and in charge of sales, was successively district manager of General Radio's New York and Chicago engineering offices. Mr. Searle, secretary and production manager of the company, was in the production department of General Radio in a supervisory capacity.

1,000 KDKA Air School Handbooks Distributed

TEACHER'S HANDBOOKS, more than a thousand of them, dealing with the program content of the "KDKA School of the Air", series were distributed last week to Pittsburgh and Allegheny County schools. The handbooks contain information correlative with the broadcasts and supply inserts for each school day. The program, on the air 9:45-10:00 a. m. Monday through Friday, is intended to enrich the regular course of study.

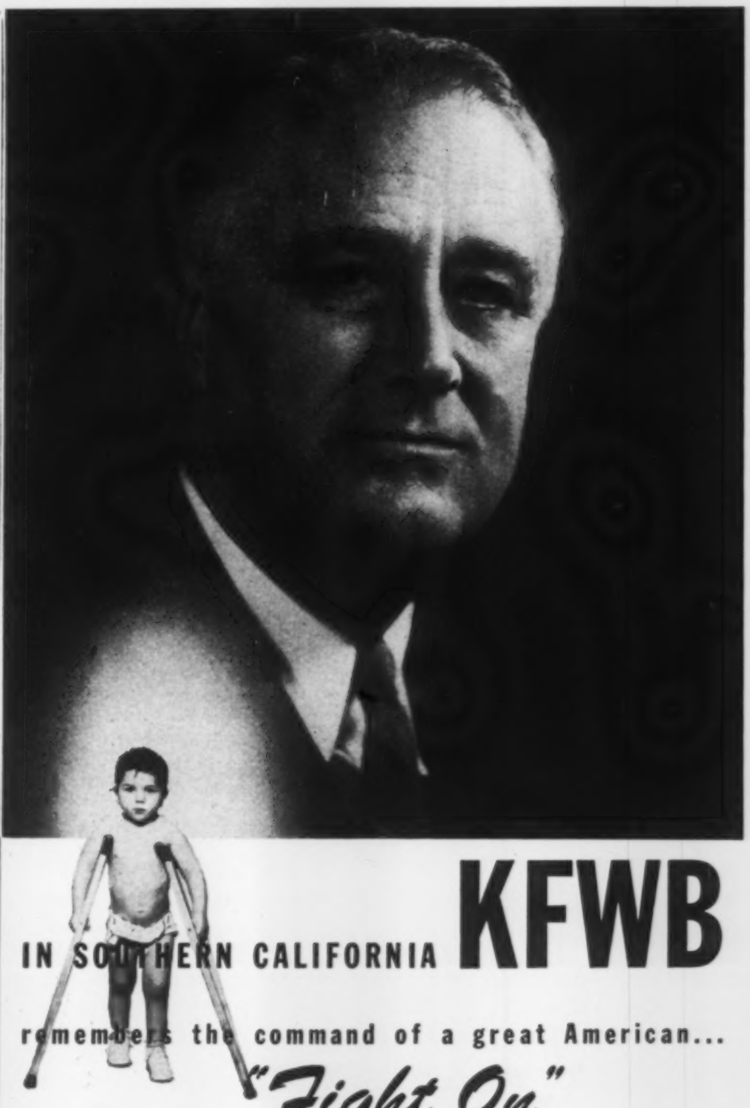
School teachers and officials develop the educational content of the broadcasts. Scripts and production are handled by the KDKA staff under supervision of educational director Robert E. White. Each series is aimed at a specific group, though the content is expected to appeal to pupils of other grades as well.

Thanks to WEAN

THANKS for its sports broadcasts were extended to WEAN Providence, Yankee Network station, in a resolution submitted to the Providence City Council last week by one of the Council members. Rhode Island Gov. John O. Pastore previously complimented the station for its sports coverage. Warren Walden is WEAN sports director.

New ABC Catalog

ABC program information catalog listing ABC programs and credits on all broadcasts has been revised in its entirety to accommodate a number of new commercial programs. Current catalog replaces original sent out Nov. 1 and has been corrected up to Feb. 1.



HIGHLIGHTS OF

K F W B's

19 Hours for the

"MARCH OF DIMES"

Robert Alda
George Allen
Edgar Bergen
M. W. "Doc" Bishop
Manchester Boddy
Rev. Benjamin Bowling
Hon. Fletcher Bowron
Jerry Collona
Norman Corwin
Joan Crawford
Bette Davis
Brian Donlevy
Tommy Dorsey
James Dunn
Dr. Clarence Dykstra
Ray Files
George Fisher
Hon. John Anson Ford
John Garfield
Alexander Graham
Sidney Greenstreet
Dr. W. L. Halverson
Bob Hope
Harold Ickes
Hon. Robert Kenny
Dr. John F. Kessell
Andre Kostelanetz
Fiorella H. LaGuardia
J. David Larson
Roddy McDowell
Ted Madison
Rabbi Edgar Magnin
Thomas Mann
Peter Meremblum
Junior Symphony
North Hollywood
High School Chorus
Arch Oboler
Hon. J. F. T. O'Connor
Drew Pearson
Mrs. Edward W. Raith
Dr. Burrell Rawlston
Quentin Reynolds
Will Rogers, Jr.
Franklin D. Roosevelt, Jr.
James Roosevelt
Santa Monica
Symphony Orchestra
Hon. Ray E. Schafer
Dinah Shore
Frank Sinatra
Elizabeth Taylor
President Harry S. Truman
Mrs. Harry S. Truman
Dr. George Uhl
General A. A. Vandegrift
Dr. Rufus von KleinSmid
Henry A. Wallace
Col. Jack L. Warner
Harry M. Warner
Governor Earl Warren
Walter White
Meredith Wilson Orchestra
Miss Mary Workman

IN SOUTHERN CALIFORNIA KFWB

remembers the command of a great American...

"Fight On"

19 Consecutive hours of non-commercial broadcasting on Wednesday, January 30th was devoted entirely to the "March of Dimes". That was KFWB's answer to humanity's command to "Fight On".

In Peace, as in War, KFWB has the confidence and esteem of Southern California's great radio audience—through continuous community service.

WARNER BROS.

KFWB

HOLLYWOOD

Reedy Named by CBS To New Technical Post

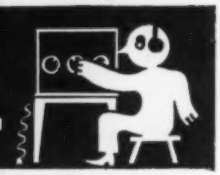
PAUL H. REEDY last week was appointed chief engineer of the CBS Engineering Research and Development Dept. Mr. Reedy will supervise all service sections of the department and certain engineering projects in the network's laboratories.

Mr. Reedy joined CBS as manager of laboratory operations in January 1944, after his return from England where he assisted in the organization of American-British Laboratories, a section of the Office of Scientific Research and Development. He was formerly a research associate at the Radio Research Laboratories, Harvard University.

Third CBC FM Station

CBC plans to build and put into operation before end of the year a 250 w FM station at Vancouver, CBC Chairman Davidson Dunton has announced. This would be Canadian net's third FM transmitter, experimental stations now being in operation at Montreal and Toronto. All three will be boosted in power later.

TECHNICAL



DICK PECK, control room engineer at WOW Omaha, has returned to the station following Army release. He served with AFRS.

EDDIE BOWERS, engineer of CFRB Toronto since its inception in 1927 and a radio amateur of pre-World War I days, has retired.

JUAN TRASVINA, released from the Army as staff sergeant, has returned to KPO San Francisco as sound technician.

DAVID GREENSPUN, WNEW New York engineer, is the father of a boy.

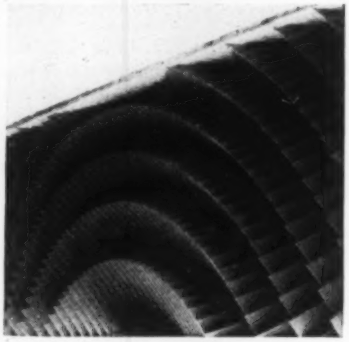
ARTHUR AVERY, WGN Chicago engineer, has returned to the station after release from the Navy where he taught at radar training schools in Arkansas and Chicago's Navy Pier.

WHEELER FRY, released from the Navy, is new addition to engineering staff of WQAM Miami, Fla.

GEORGE HATHAWAY is new engineer at KYUM Yuma, Ariz.

JOE STRELAUSKI rejoins the engineering staff of WMMN Fairmont, W. Va., after 18 months' service with the Navy.

NEAL TURNER, engineering sales manager for RFC project in Clearing, Ill., plant of Hallicrafters Co., has been promoted to quality control chief at Hallicrafters. He will be in charge of line inspection, set and maintain standards for units and be in charge of final tests and test equipment in addition to inspection of incoming material. Previously he had been civilian employe with Signal Corps.



IT LOOKS like a photographer's abstract study in simple design, but it's really a new radio antenna. Described by W. E. Kock, of Bell Telephone Laboratories, at recent Institute of Radio Engineers meeting, it's a "lens" antenna which may be used in radiorelay links in combination with horn antennas "to permit straight-through operation of the entire repeater chain at the same wavelength."

GORDON G. HOIT, comptroller of Stromberg-Carlson Co., has been elected vice president in charge of finance. **J. LESTER GASSER**, previously assistant comptroller, becomes comptroller.

WILLIAM HUNT, former chief engineer, WHIZ Zanesville, joins Fort Industry Co. Washington office as assistant to firm's chief engineer, **GLENN BOUNDY**.

CARL WYMAN, engineer at KDKA Pittsburgh, has returned to the station following release from armed forces. **DOROTHY GRANT**, wartime replacement engineer, transfers to general service department as supervisor.

G. E. Utica Plant

TABLE MODEL radio sets will be manufactured at Utica, N. Y., by the receiver division of General Electric Co. Electronics Dept., according to Division Manager I. J. Karr, who said Utica receiver works will open about the first of April with 400 employes. N. J. Curlee, with General Electric since 1928 and on special assignments for the receiver division since September 1943, will be manager of the new factory, which will operate in addition to the plant being built at Electronics Park, Syracuse.

Color Pictures Sent

COLORED pictures have been transmitted by radio half-way around the world, Cable & Wireless Ltd. have revealed in London. Photographs in four colors were sent from London to Capetown and Melbourne. At the same time as the apparatus was shown to the press, Sir Edward Wilshaw, chairman of the company, announced reductions in transmission charges ranging from 25 to 70%, with preferential rates for newspapers. Transmission is now three times faster than before the war.

Radar Device to Combat Air Collision Dangers

A NEW RADAR system for planes to reduce dangers of aerial collision was recently described by its developers, Hazeltine Electronics Corp., Little Neck, L. I., N. Y., at Washington, D. C., hearings of the Air Technical Service Command.

The system, named LANAC (Laminar Air Navigation and Anti-Collision), was said to use electronic devices developed during the war. Airplanes would be equipped with a "challenger" and a "replier"—radar sending and receiving sets controlled by barometric devices so as to be responsive only at altitudes for which set. The transmitter would send out a series of challenges which would be picked up by repliers on other aircraft or ground objects.

Hazeltine Corp. proposed that repliers could be permanently placed on high buildings or mountains. Navigational control could also be by coordination of repliers placed on ground beacons.

Magazine Tests

TEST spot announcement campaign during past week has been conducted by *The New Republic* in three markets, Los Angeles, Washington and New York. Agency is Blaine Thompson Co., New York.

EASY DOES IT

And So Do His Brothers In the Philco Family

EASY, GEORGE, Dog-One, Mickey, Rebecca and Loran might be the names of the children of whimsical parents. To the Axis their names were not funny at all. They were a radar family reared by Philco Corp. and each was an important instrument in the U. S. scientific battle array.

Easy was the first American search radar built by Philco from a British pattern. George, Easy's successor, was the first micro-wave aircraft radar manufactured in quantity, the first to present a complete map on its scope. Philco says proudly that it was probably responsible for 100 U-boat kills.

Then a lightweight companion to heavy George was needed for lighter planes. Scientists of Philco with Mass. Inst. of Techonolgy Radiation Lab. came up with Dog-One. Its family now enlarged to three, Philco undertook a fourth progeny, Mickey, the radar bombsight which made possible the almost round-the-clock bombing by the U. S. Air Forces. Rebecca was the sister of the family, a lightweight aircraft transmitter-receiver used with ground radar beacons to guide paratroop transport planes and gliders.

Loran, the electronic navigational device, guided Superforts on their missions from the Marianas to Japan. From its $250,000,000 wartime family, Philco expects some peacetime babies which will really change the broadcasting formula.

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STATION IN
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National Sales Representative
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

NAB

(*Continued from page 24*)

are going. "They will be able to know in what counties and cities their programs are heard," he said, "and in turn will know where to effectively merchandise the radio programs. Without this knowledge they might be completely unaware that the show is getting into certain cities and towns and might fail to back up the program with adequate merchandising and selling effort.

"With BMB's precise measurement of radio station audiences it will be possible to allocate radio time, production and talent costs by manufacturers' sales territories. This information is vital in determining which sales territories are showing profit and which sales territories are actually operating at a loss.

Network Coverage Shown

"With the BMB information on network audiences it will be possible for national advertisers to determine which network or network combination supplies the most adequate coverage for their own particular selling problems."

Like other districts, the 6th endorsed Broadcast Music Inc. and pledged support to the industry music project.

Registered at the 6th District meeting were:

ARKANSAS—Wilfred McKinney, Leon Sipes, KELD; Bill Slates, Pat Garner, KFPW; Sam Anderson, Quinn Floyd, Bill Tappan, KFFA; Roy Judge, Harris Owen, K. F. Tracy, KLRA; Julian Haas, KARK; Ken Kellam, Edward Appler, KTHS; Jack Parrish, KOTN; Jay Beard, KBTM; Phillip G. Baer, John F. Welles, KXLR.

LOUISIANA—George Thomas, KVOL; J. C. Liner Jr., KMLB; W. H. Allen, KALB; Fred Weber, WDSU; Harold Wheelahan, WSMB; Louis Read, W. H. Summerville, J. D. Bloom, Tom Holbrook, WWL; T. B. Lanford, KRMD; Fred Ohl, KWKH; Jay Anderson, KTBS.

MISSISSIPPI—Hugh Smith, WJXN; Wiley P. Harris, WJDX; L. M. Sepaugh, WSLI; David Segal, WROX; Bob McRaney, James Eatherton, WCBI; Emmet McMurry, WJPR; C. J. Wright, WFOR; George Blumenstock, WSKB; Ward Coleman, WAML; Bob Evans, WELO; O. W. Jones, WQBC; Gene Tibbett, WMOX.

New York Registrations

NEW YORK—William Schudt, CBS; Carl Haverlin, Harry LeBrun, MBS; Pete Schloss, ABC; Carl Cannon, Dan Denny, NBC; Hugh Feltis, BMB; Larry Swars, Noble & Swars; Pierre Weis, Langworth Feature Programs; Ralph Wentworth, BMI; James Kyler, SESAC.

ILLINOIS—Frank Chizzini, NBC Radio Recording; Robert Elrick, Pepsodent Co.; Gus Hagenah, Standard Radio; John Toothill, Burns-Smith Co.; William Rambeau, William Rambeau Co.; Otto Stadleman, Needham, Louis & Brorby.

TEXAS—Alex Keese, Clyde Melville, Taylor-Howe-Snowden Radio Sales; Bill Witty, RCA; George Harding, Branham Co.

WASHINGTON—Justin Miller, A. D. Willard Jr., Frank Pellegrin, NAB; Maury Long, BROADCASTING Magazine.

GEORGIA—Stanley Whitaker, Clifford Marshall, United Press.

TENNESSEE—W. A. Wilson, Fey Rogers WOPI; J. M. Beasley, M. L. Medley, WHUB; Bill Williams, WJZM; Ken Marsh, WJHL; Jess Swicegood, WKBT; Charles De Vois, John Hart, WBIR; O. L. Smith, WNOX; Earl Winger, Norman Thomas, Carter Parham, WDOD; E. A. Alburty, Doc Pournelle, Bill Reeves, WHBQ; Henry Slavick, Bob Atherton, Clifford Goodman, Joe Eggleston, E. C. Frase, Walter Frase, John Cleghorn, WMC; W. B. Read, Jimmy Klair, Harold Krelstein, Fred Christensen, Betty Joan Thomas, William Rudner, F. S. Chamberlin, WMPS; Hoyt B. Wooten, Hollis Wooten, Roy Wooten, S. D. Wooten Jr., Gladys Anderson, Mildred Allen, Milton H. Brame, Wilson Raney, WREC; F. C. Sowell, Truman Ward, J. D. Binns, Paul Oliphant, WLAC; Jack Draughton, Otis Roush, WSIX; Harry Stone, Jack Stapp, John McDonald, Dean Upson, Albert Gibson, Carl Jenkins, WSM; Sidney Nichols, Branham Co.; Wayne Berry, R. B. Sayre, Graybar Electric Co.; J. W. Oxendine, Western Union; Charles H. Brown, Ralston-Purina.

MISSOURI—George Kercher, Edward Petry & Co.; H. H. Harris, Graybar Elec. Co.

STRICTLY MEMPHIS and New Orleans was this group at NAB 6th District meeting in Memphis (l to r): Harold Wheelahan, WSMB; Joe Eggleston, WMC; Fred Weber, WDSU; Henry Slavick, WMC; W. H. Summerville, WWL.

NAB District Meetings

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Radisson, Minneapolis, March 18-19.

8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.

9th District (Ill., Wis. in part) March 25-26, Palmer House, Chicago.

7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.

4th District (D. C., N. C., S. C., Va., W. Va.), Cavalier Hotel, Virginia Beach, Va., April 11-12.

2d District (N. Y., N. J.), Roosevelt Hotel, New York, April 25-26.

5th District (Ala., Fla., Ga., Puerto Rico), San Carlos Hotel, Pensacola, Fla., April 29-30.

1st District (Conn., Me., Mass., N. H., R. I., Vt.), Hotel Statler, Boston, May 13-14.

3d District (Del., Pa., Md.), Bellevue-Stratford Hotel, Philadelphia, May 17-18.

Mission Schedule

MISSION APPLIANCE Corp., Los Angeles (water heaters), new to radio, Feb. 11 started sponsoring thrice-weekly quarter-hour transcribed musical feature, *Three Suns and a Starlet*, on KOA KCMO KOMA WFAA-WBAP, with a twice per week 15-minute newscast on WOAI. Contracts are for 26 weeks. Firm will expand coverage to include other markets. Agency is Jordan & Lo Buono Adv., Los Angeles.

Webster License

A NON-EXCLUSIVE license to manufacture Armour magnetic wire sound recorders was granted last week to the Webster Electric Co., Racine, Wis., by the Armour Research Foundation of Illinois Institute of Technology. The Wire Recorder Development Corp., Chicago, an Armour subsidiary, handled all licensing negotiations on behalf of the Foundation.

New WCOL Tower

WCOL Columbus, Ohio, plans to erect a new four hundred foot International Derrick and Equipment Co. tower within the next six weeks, according to Lloyd A. Pixley, station president. The tower will provide for both AM and FM service. Plans also include construction of a new transmitter building and three-story building to house WCOL studios and offices.

Raytheon Expands

RAYTHEON MANUFACTURING Co., Waltham, Mass., last week announced organization of a Broadcast Equipment Division, with offices and factory at Chicago. Raytheon also announced its new division's first model, a 250-w AM transmitter, first of a line which will include AM and FM transmitters, studio equipment and remote pickup amplifiers.

Bob Crosby Shift

CBS March 6 switches "Bob Crosby Show" sponsored by Ford Co. through J. Walter Thompson Co. from current Tues. 9-9:30 p.m. period to Wed. 10-10:30 p.m. instead of moving to Fri. 10:30-11 p.m. as previously announced. "Maisie," sponsored by Eversharp, now in Wednesday night period, moves to Friday night time originally set for Crosby show. Latter program is handled by The Biow Co., New York.

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Ted Granik Files For FM Station

THEODORE GRANIK, founder and producer of the *American Forum of the Air* (Mutual), filed with the FCC last week for an FM station in Washington. His application brought to 14 the number of applicants for the 11 metropolitan channels available in the Capital.

Mr. Granik

Simultaneously, the Commission announced that Washington applications will be heard March 11. It is probable that Commissioner E. K. Jett will preside. No deadline was set for receiving additional applications but it was understood that others planning to enter the field will be given to about March 1 to file.

SURVEY OF CHURCH SHOWS RELEASED

SMALL MARKET stations in NAB 2d District (N. Y., N. J.) carry an average of 2 hours and 51 minutes of commercial religious programs a week, according to a survey conducted by A. E. Spokes, chairman of the district's Small Market Station Committee and program director of WJTN Jamestown, N. Y.

Of 11 stations contacted, nine answered the questionnaire, with only one stating that it accepted no commercial religious time. High station figure was 7 hours and 15 minutes of commercial religious time a week low figure, 1½ hours.

The stations carry an average of 3 hours and 11 minutes sustaining time, the survey showed. High stations had 4 hours and 45 minutes, low station 1½ hours.

Matchabelli Resumes

PRINCE MATCHABELLI, New York (perfumes), starts weekly series of the 15-piece Stradivari Orchestra, conducted by Paul Lavalle, (Sun. 12:30-1 p.m.) Feb. 24 over ABC. Agency is Morse International, New York. Stradivari Orchestra, formerly heard on CBS and before that on NBC, has been off the air since Dec. 23.

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I HEAR A RHAPSODY
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FCC Authorizes 19 More FM Stations, Bringing Total of Conditionals to 323

AN ADDITIONAL 19 FM stations were authorized by the FCC last Thursday, bringing total conditional grants to 323. The Commission also designated four applications for hearing, swelling hearing cases to approximately 125.

Of the grants issued, seven are to newcomers in radio, including three to labor unions (see story page 101). The remaining four went to newspaper interests. Three of the grants were for Detroit, two for Oakland, and one each for San Francisco, Buffalo, Rochester and Des Moines.

Grantees will receive frequency assignments following further examination of engineering data required by the Commission. Grantees and applicants in a number of cities will soon be called to Washington for informal conferences with FCC engineers to expedite issuance of construction permits [BROADCASTING, Feb. 11].

Designated for hearing were applications of Theodore Granik, to be consolidated with Washington cases to be heard March 11 (see story on this page); and Roanoke Broadcasting Corp., Times-World Corp., both of Roanoke, Va., and Piedmont Broadcasting Corp., Danville, Va.

Following is a list of the grants:

City	Grantee	Type of FM Station
	ALABAMA	
Anniston	Harry M. Ayers (WHMA)	Metropolitan, possibly rural
	CALIFORNIA	
Alameda	Abraham and Sara Kofman, d/b as Times-Star Publishing Co.	Metropolitan
Berkeley	Central Calif. Broadcasters, Inc. (KRE)	Metropolitan
Oakland	Tribune Building Co. (KLX)	Metropolitan
Oakland	Warner Brothers (KWBR)	Metropolitan
San Francisco	The Associated Broadcasters, Inc. (KSFO)	Metropolitan
	IOWA	
Des Moines	Cowles Broadcasting Co. (KRNT), etc.	Metropolitan, possibly rural
	MICHIGAN	
Detroit	WJR, The Goodwill Station, Inc. (WJR)	Metropolitan
Detroit	UAW-CIO Broadcasting Corp. of Mich.	Metropolitan
Detroit	King-Trendle Broadcasting Corp. (WXYZ	Metropolitan
Pontiac	Pontiac Broadcasting Co. (WCAR)	Metropolitan
	NEW JERSEY	
Trenton	Mercer Broadcasting Co.	Metropolitan
	NEW YORK	
Buffalo	Roy L. Albertson (WBNY)	Metropolitan
Rochester	Amalgamated Broadcasting System, Inc.	Metropolitan
	NORTH CAROLINA	
Fayetteville	Cape Fear Broadcasting Co. (WFNC)	Metropolitan
	PENNSYLVANIA	
Forks Township, near Easton	Easton Publishing Co.	Community
Uniontown	Uniontown Newspapers, Inc.	Metropolitan, possibly rural
	TENNESSEE	
Chattanooga	Unity Broadcasting Corp. of Tenn.	Metropolitan
Johnson City	WJHL, Inc. (WJHL)	Metropolitan

Philco Dividend

BOARD of directors of Philco Corp., Philadelphia, have declared a divided of 20c per share of common stock payable March 12 to stockholders of record Feb. 28. Previous regular 20c dividend was paid Dec. 12, 1945.

I. E. Rogers Elected

IRVING E. ROGERS, general manager of WLAW, Lawrence, Mass., and publisher of *Lawrence Eagle-Tribune*, has been elected president and treasurer of the Eagle-Tribune Publishing Co.; Hildreth & Rogers Co.; owner and operator of WLAW, and the Eagle-Tribune Realty Co. He succeeds the late George A. Mellen as treasurer of the three companies.

Sellers

(*Continued from page 10*)

entertainment world led her, upon graduation from high school, to a job with the New York office of Service Corp. of Chicago, an orchestra booking agency. Broader activities with the Artists Bureau of CBS led her from the orchestra booking firm in 1932.

She was with MCA two years before joining the Spector agency. At Spector's Miss Zimmerman first assisted in campaigns for five accounts for which she is now totally responsible: *True Story* magazine, Staze (a denture adhesive), Koral toothpowder, Lord Davenport pipes, and Fiction Book Club.

She likes to read, swim and ice-skate. Summers she plays golf with the same degree of earnestness that marks her attention to other pursuits.

ANA Spring Meet

ASSOCIATION of National Advertisers will hold its spring meeting April 15-18 at Westchester Country Club, Rye, N. Y.

NOTICE

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CORPORATION
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National Representative: FREE & PETERS, INC.

ABS

(*Continued from page 20*)

Versluis and Kelley.

Mr. Henderson explained the network's status to the press on Monday afternoon. On a closed circuit call he told ABS affiliate stations of the decision "to discontinue temporarily the permanent line structure of the network," and said the main asset is the balance of an advance of $50,000 to WMCA New York, covering a year's extra operating costs of that station because of its ABS affiliation. Chief item, Mr. Henderson said, is the increased size of the WMCA staff orchestra and the increased pay per man required by the American Federation of Musicians of a network station in New York. He estimated that about $30,000 of this advance would revert to ABS.

Lack of Capital

In a formal statement Mr. Versluis attributed the decision to suspend the 16-hour daily program service it had offered since taking to the air Sept. 16 "in part to the exhorbitant demands of musicians unions which have plagued the infant network before and since its organization." Questioned about this, Mr. Henderson said it was true that AFM demands had kept ABS from securing regular affiliation contracts with stations in Chicago and Los Angeles. But he summed up the reason for the shutdown in four words, "Lack of operating capital."

ABS has been kept going, he said, on the profits from an unpublicized West Coast hookup of 34 stations broadcasting commercial religious programs.

Asserting confidence that with more aggressive management and "a little more capital" ABS could be put on the road to successful operation, Mr. Henderson said he and Clayton W. Kuning, an ABS vice president at the home office in Grand Rapids, were going to try to get both before giving up the network for lost. He said ABS stock at present is held roughly 20% each by Mr. Versluis and Mr. Kelley, 20% by a group of ten Grand Rapids business men, and 40% by the New York law firm of Garey, Desvernine & Kissam, which had represented the network in securing the Atlas loan and in the subsequent negotiations to raise additional working capital. He estimated $100,000 would be enough to secure control of ABS, including settlement of the Atlas loan.

Discussing possible reorganizers of ABS, Mr. Henderson said interest had been expressed by a group of top radio artists including Walter Winchell, Bing Crosby and Kate Smith in taking over ABS to run it as a talent-owned network. He also named Chester J. LaRoche, president of LaRoche & Ellis and former vice chairman of American Broadcasting Co., and Carlos Franco, head of the station relations department of Young & Rubicam, as a possible operating team, stating they could swing enough business to insure its success.

Questioned about this, Mr. Franco told BROADCASTING, "I have no interest in Associated." He refused to amplify the statement or to discuss whether he would be interested in a fifth network operation under changed management. Mr. LaRoche had previously denied any plans for acquiring all or a part of the network's stock, stating he was merely an advisor.

Mr. Henderson denied reports that the National Economic Council or the CIO had attempted to gain control of ABS.

Spokesmen of the Chicago AFM local denied that exhorbitant union demands in Chicago were responsible for the ABS action. An AFM official said: "We at no time approached either of the two Chicago affiliates of Associated (WIND, WJJD) to insist on an increase of staff musicians in the event they were to originate any musical programs for the network."

LISTENERS eavesdropped on soldiers' telephone calls home on WLW Cincinnati's Saturday morning *Flight Line Canteen* series from the Red Cross snack bar at Patterson Field, near Dayton, O. Here Mrs. Marianne (Maggie) West, Red Cross m.c. of the show, cuts the audience in on the conversation won by Sgt. Robert Martin in the program's guessing contest. Series closed early this month.

Form Regional Group

OPERATING as a per-occasion regional network, five West Coast stations affiliated with now collapsed Associated Broadcasting System, will continue under temporary name of United Pacific Network. Not a corporate name, title will be used only for cue. Regional agreements were completed last week by Van C. Newkirk, former ABS vice president in charge of western operations. Stations are KFOX Long Beach, KSAN San Francisco, KWBR Oakland, KWJJ Portland, KRSC Seattle. Regular ABS lines have been discontinued.

Chinese Plan Net

CHINA is planning a radio network linking Chungking with all parts of the country including inner Mongolia and Sinkiang Province, according to an AP report from Chungking last week.

Two Courts Hear Sales Tax Protests

New Mexico Federal, State Tribunals Asked to Rule

TWO separate courts—U. S. District Court for the District of New Mexico and the District Court of the State of New Mexico—within the next fortnight will hear evidence on radio's claim that it is an interstate rather than intrastate operation and not liable to the state's sales tax.

The Federal court will rule on appeals of five stations from a state 2% gross sales tax enacted in 1934. The state has endeavored to impose the tax on them as intrastate operations. Five stations asking an injunction from the Federal tribunal are KGFL Roswell, KWEW Hobbs, KFUN Las Vegas, KTNM Tucumcari, KAVE Carlsbad. Hearing was scheduled today (Feb. 18) in Albuquerque.

The state court on Feb. 25 will hear similar injunction pleas by KGGM Albuquerque, KOB Albuquerque, KVSF Santa Fe. These stations decided some time ago to cast their lot in the state tribunal rather than the Federal body.

NAB Interested

At the Federal hearing are three NAB representatives—John Morgan Davis and Milton J. Kibler, for the legal department; Howard S. Frazier, acting director of the engineering department. They are appearing as friends of the court. Mr. Frazier last November took signal measurements in states bordering on New Mexico.

The injunction pleas originally were to have been heard Nov. 19, but the state asked delay because it lacked engineering evidence and the Federal court merely heard argument on its jurisdiction. On Jan. 18 the court accepted jurisdiction [BROADCASTING, Jan. 28].

Mr. Kibler will remain in New Mexico for the state court hearing.

Since the November Federal hearing the state has assembled engineering data and is expected to claim that some of the station signals cannot be heard outside the state.

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Four Locals Applying for Transfer

KELD Decides to Follow Avco Plan; Question Of 'Gift' Is Raised

FOUR applications asking FCC approval of transfers of control and assignments of station licenses were reported by the Commission last week.

At the same time, applicants' reversal of their decision not to follow the proposed "Avco plan" of open-bidding on sales put another station—KELD El Dorado, Ark.—on the market for public bids.

Applications submitted last week sought Commission approval of a separation of interests in KASA Elk City, Okla. and KTNM Tucumcari, N. M.; sales of J. Newton Thompson's half interest in WMLT Dublin, Ga. to the co-owner, George T. Morris, for $16,550; and gift of one-third interest in KGKB Tyler, Tex., by Owner-Manager James G. Ulmer to his son, Lt. James G. Ulmer Jr.

Decides to Auction

In the KELD case, the application for approval of the sale of T. H. Barton's 55% interest for $55,000 to Wilfred N. McKinney, former KELD announcer and program director, was placed in the FCC's pending files last December [BROADCASTING, Dec. 17] for failure to follow the proposed "auction" plan, by which prospective bidders are given 60 days to match the original offer.

Taken out of the pending files upon decision of the applicant to follow the auction procedure, the application was advertised by FCC in the *Federal Register* last Wednesday. The notice said competitive bids would be received for 60 days from Feb. 1, the date when the transaction was first advertised in an El Dorado newspaper. KELD is assigned 1400 kc with 250 w.

In the KASA-KTNM applications, announced Thursday, Lonnie J. Preston, president and general manager of KASA, proposes to exchange his one-fourth interest in KTNM for the combined three-fourths interests of Hoyt and Robert Houck (50%) and Walter Russell (25%) in KASA. In addition, he would pay Messrs. Houck and Mr. Russell $7,500.

Thus Mr. Preston would become sole owner of KASA, which operates on 1240 kc with 100 w, fulltime, while the Houcks and Mr. Russell would own KTNM with one-third interest each. KTNM is on 1400 kc with 250 w, fulltime. Mr. Preston plans to sell a 40% interest in KASA to Mrs. Alice Howenstine, of Elk City, owner of an insurance agency at Butler, Okla., for $10,934, and a 3% interest for $820 to his brother, J. M. Preston, who would become commercial manager. He also plans to move the station to another site in Elk City. Under the contract, approximately $10,000 in accounts receivable which are due by KASA to the four present owners would be contributed to KASA. The applicants asked that the open-bid policy not apply in that case.

The WMLT application points out that Mr. Morris proposed to buy Mr. Thompson's half interest and become sole owner because Mr. Morris' home and other business interests are in Angusta, Ga., and "he has been able to devote only a small amount of time and thought to the operation of the station." The sale, involving $16,550, was agreed upon as a means of effecting "more efficient station operation." Transaction is expected to be subject to Avco plan. WMLT is on 1340 kc, 250 w, unlimited.

Oral Gift

In his KGKB application, Mr. Ulmer seeks to put into effect an oral gift of one-third interest in the Tyler station which he said he made to his son in September 1945. Lt. Ulmer is now at Kearns, Utah, but is expected to be released from service soon. He would become assistant manager of KGKB, which operates with 250 w on 1490 kc, unlimited time.

In another application before the Commission last week, Martin R. O'Brien, owner-manager of WMRO Aurora, Ill. asked that the station's license be assigned to WMOR Inc., in which he owns all stock. No money is involved. WMRO is daytime station on 1280 kc, 250 w.

FCC Grants Five Locals CP's; Total Cost Estimated $75,175

CONSTRUCTION PERMITS for five local stations to be built at a total estimated cost of $75,175 were granted by the FCC last Wednesday, bringing to 1,043 the number of standard stations now in operation or authorized.

The grants, all for operation with 250 w, unlimited time, went to Eastern Radio Corp. for a station at Reading, Pa. on 1240 kc; Herbert Herff, at Memphis, Tenn. on 1340 kc; Billings Broadcasting Co., at Billings, Mont. on 1240 kc; Southland Broadcasting Co., at Laurel, Miss. on 1490 kc; G. W. Covington Jr., licensee of WCOV Montgomery, Ala., for a station at Selma, Ala., on 1340 kc.

Eastern Corp.

Eastern Radio Corp., which estimated installation costs for the Reading station would be $23,300, is headed by Murray Carpenter (9.1% interest), who also is vice president of Centennial Broadcasting Co., licensee of WPOR, new station at Portland, Me. Humboldt Greig, ABC executive and also a vice president of Centennial, has an option to purchase an interest in Eastern.

Principal stockholder is Mrs. Jane Landon Fairchild (36.3% of issued and subscribed stock), with other members of her family also among the 11 subscribers. The CP was authorized subject to waiver of certain engineering requirements and to selection of an approved transmitter site.

Billings Broadcasting Co. is composed of Don C. Foote, a veteran of three years in the Navy and director of advertising and public relations for the State of Montana; John W. Foote, owner of an outdoor advertising firm; Rockwood Browne and Horace S. Davis, attorneys; Robert E. Mul- Mulvaney Motor Co. They esti- vaney and Willard Mulvaney, of mated installation costs of the Billings outlet would be $12,000. The grant was made subject to selection of a transmitter site.

Mr. Herff, who estimated his Memphis station would cost $17,300 to install, owns 80% interest in Herff Motor Co., Memphis. The grant was made subject to approval of transmitter site and design.

Mr. Covington's Selma station is expected to cost $10,500.

Hugh M. Smith, general manager of WJXN Jackson, Miss., owns the largest block of stock (20%) in Southland Broadcasting Corp. and is secretary-treasurer. Otis Ainsworth, Hattiesburg merchant and holder of 10% stock in Southland is president. Installation is expected to cost $12,075.

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STATION
DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC

Denny-Porter

(Continued from page 15)

Friday that he would resign, with the way presumably open for his return via reappointment.

Mr. Denny, reached by phone Friday in Savannah where he is conducting broadcast hearings, told BROADCASTING that he and his colleagues at the Commission will look forward to the time of Mr. Porter's return. "In the meantime," he declared, "we will endeavor to keep the Commission running as smoothly and as efficiently as when he left it." He emphasized that Mr. Porter simply is "on leave of absence." But that was an hour before Mr. Porter's Friday night statement.

Extolling Mr. Porter as a "competent, hard-working and congenial executive," Mr. Denny said he felt the country was "fortunate in having him as the head of OPA at this critical juncture. We at the FCC are confident he will do a fine job." Mr. Denny had planned to return to Washington about Feb. 25, but the turn in events might bring him back this week.

Leaving with Mr. Porter will be his secretary of the last four years, Miss Dorothy Page. It is presumed Mr. Denny will bring over to the chairman's office as his top secretary Mrs. Thais G. O'Brien, who was with him in the general counsel's office. W. Irwin James, who last week became special counsel to the chairman, after having returned to civilian life from Naval service [BROADCASTING, Feb. 11], is expected to remain in that post.

A Democrat and a Washingtonian, though born in Baltimore, Mr. Denny is regarded as a New Dealer. It was during the tenure of Mr. Fly that he had operated on all legal and legislative fronts and demonstrated ability in his defense of the Commission during the House Select Committee investigation of the FCC. His grasp of technical aspects of radio, particularly in connection with the spectrum-wide allocation hearings and FM and television activities, won him the respect of members of the FCC and of Chairman Porter.

Fifth Chairman

Mr. Porter has been the most popular and successful chairman the FCC has had in its 12-year history. He was its fifth chairman and the eighth since radio regulation began. An unusually able administrator, possessed with an ever-ready wit, he was particularly adept when presiding over Commission hearings.

Although chairman little more than a year, Mr. Porter saw the agency through its greatest period of expansion. He prepared the Commission for processing the huge backlog of applications for broadcasting and other communication services which had accumulated during the war. From a Congress which had been none too friendly toward the FCC, he obtained an appropriation of $5,585,000 for the fiscal year beginning June 30, 1946, to provide for expansion of personnel and facilities to handle its work load. It was the largest peacetime appropriation ever given the agency and nearly equaled the largest wartime budget.

Moved Fast

With the end of the war in August, 1945, Mr. Porter moved fast to translate some 1,600 applications for AM, FM and television stations into reality. Within a few months a hearing schedule to consider 264 standard, FM and television applications, the heaviest calendar in the Commission's history, was set up and members of the Commission travelled about the country to preside at consolidated proceedings. By bringing the Commission to the applicants' home grounds, Mr. Porter established a distinct innovation.

Chairman Porter pitched in to help with the work load. He presided at the first postwar television hearings to consider applications for stations in Washington and, by simply eliminating extraneous testimony, heard all six applicants in the record time of three days. At a pre-hearing conference with counsel for the various applicants, he had requested that there be no "coonskin cap parading of witnesses" telling of their pioneer work in television. There wasn't and when the hearings ended there was general praise of his fairness and efficiency.

Before he left office, the Commission had started postwar radio well along toward fruition. Approximately 400 standard applications had been heard, scheduled or set for hearing. Another 100 standard applications for new stations had been granted. More than 300 conditional grants had been issued for FM stations and another 120 applications scheduled or designated for hearing.

Action on 1,000 Applications

In all, the Commission had taken action on about 1,000 applications for the various services.

Paul Aldermandt Porter was born Oct. 16, 1904, in Joplin, Mo. His family moved to Winchester, Ky., when he was three months old and his father, a minister, died when Paul was still a child, leaving his mother with eight children. He entered Kentucky Wesleyan College in Winchester in 1921, holding a newspaper job at the same time. His job started at 5 a. m. Classes began at 8 a. m. He left Wesleyan three years later, reportedly on request because of a story he wrote for the papers, and entered the U. of Kentucky to study law (Wesleyan recently awarded him an honorary degree).

During law school he became city editor of the *Lexington Herald*, continuing in this position a year after his graduation in 1927. In 1928 he entered private law practice and in 1929 combined law and journalism when he was appointed general counsel for Oklahoma Newspapers Inc. In 1931 he switched to a similar position with General Newspapers Inc. Both companies were headed by Gene Pulliam, now publisher of the *Indianapolis Star* which owns WIRE.

With the election of FDR in 1932, Mr. Porter was called to Washington by Henry A. Wallace to become special assistant to the Secretary of Agriculture. In 1935 he was made executive assistant to the Agricultural Adjustment Administrator and was largely instrumental in the development of a comprehensive staff to cooperate with the AAA program.

In 1937 he left the Government to become Washington counsel for CBS, taking leave temporarily during 1940 to become legal adviser to Chester C. Davis on the National Defense Advisory Commission. Con-

Truman Statement

HERE'S how President Truman formally announced the Porter-Denny appointments last Thursday:

"I am issuing an Executive Order re-establishing the Office of Economic Stabilization. The new wage and price policy will place great demands on both the Office of Economic Stabilization and the Office of Price Administration. I plan to appoint as the directors of these respective offices two able and experienced men, Chester Bowles and Paul A. Porter.

"I am designating Charles R. Denny, Jr., as Acting Chairman of the FCC."

Criterion Expands

CRITERION RADIO FEATURES, Chicago transcription firm, has appointed E. Jerry Walker as radio consultant and Herbert Lewis as business manager and secretary-treasurer in expansion move. Mr. Walker is former educational director of WLS Chicago and independent producer.

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WEST

EASTON, PA.
Phillipsburg, New Jersey

NBC • Mutual

tinuing with CBS, Mr. Porter found time during 1941 to conduct a course on administrative law at Catholic U. in Washington.

Left CBS in 1942

Mr. Porter left CBS in 1942 to become Deputy Administrator of OPA in charge of rent control under then Administrator Leon Henderson. He helped write the OPA Act before that. His vigilant regulation of rent ceilings was attacked by a House committee as "arbitrary" and "capricious" but he emerged from the investigation unscathed, with labor organizations supporting his administration.

He resigned from OPA in June 1943, taking the post shortly afterward of associate administrator in the War Food Administration. He resigned a month later, reportedly because of disagreement with food production policies, and became associate director of the Office of Economic Stabilization under Fred M. Vinson (now Secretary of the Treasury).

In February 1944, he resigned at FDR's behest, to become publicity director of the Democratic National Committee, succeeding Charles Michelson. Then, shortly following the fourth term election, he was appointed to the Commission to fill the unexpired term of Mr. Fly who had resigned to enter private practice.

Mr. Porter was married to the former Bessie Edgar Benton, whom he has known since childhood. They have two children, Betsy Goodloe and Ann Covington. Mr. Porter's hobbies are football, storytelling, and collecting old baseball rules.

CBS-NBC Interested?

A REPORT that CBS and NBC were negotiating with the government of Lichtenstein to build a powerful radio station in the principality was published recently in the *London Daily Herald*. The *Herald* said: "The two competing companies want to use Radio Lichtenstein mainly for publicity purposes." The tiny country is located between Austria and Switzerland.

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Three-Month Hearing Plan March 1

FCC to Set Up Calendar On FM, AM, Video Cases on File

A NEW three-month schedule of FCC hearings, similar to the unprecedented first-quarter calendar worked out last December, is due to be completed by about March 1, it was learned last week.

Following the general pattern of the first-quarter calendar, the schedule will provide simultaneous hearings in the field and in Washington on standard, FM and television applications—more than 300 of which already have been designated for hearing but not given definite dates.

The first month of the new calendar—April—will be partially reserved: April 1-15 will be set aside for cases adjourned to Washington for further engineering testimony, and only FCC staff members, not Commissioners, will be assigned to out-of-town hearings in the period starting April 15, date of the resumption of the clear-channel hearings. The rest of the hearings will be scheduled for May and June, Commission officials said, except for "a few more" applications which will be heard late in March.

About 275 Applications

The second-quarter schedule is expected to call for hearings on approximately the same number of applications as the calendar for the first three months, which included 268 applications.

Meanwhile, 11 more standard broadcast applications were designated last Wednesday for hearing, most of them in consolidated proceedings. At the same time the Commission also granted the petition of Virginia-Carolina Broadcasting Corp., Danville, Va., asking severance of its application for a new station on 1250 kc with 5 kw day and 1 kw night from the consolidated proceeding with applications of Farnsworth Television and Radio Corp. and others. The Commission also denied a petition of Peterson & Co., Lexington, Ky., to have its application for a new station on 1340 kc with 250 w, unlimited, designated for hearing with the Kentucky Broadcasting Co.'s application for a new station on 1300 kc with 1 kw, unlimited.

The Commission denied a petition of Moline (Ill.) Broadcasting Co. for reconsideration and grant of its application for a new station on 1230 kc with 250 w, unlimited time, and the application remains designated for hearing. The petition of James S. River, doing business as Southeastern Broadcasting System, Sanford, Fla., for grant without hearing of his application for a new station on 1400 kc with 250 w, unlimited, also was denied.

Designations last week included:

550 kc

WGR Buffalo, N. Y.—Adopted an order granting petition of WGR requesting that its application for a CP to increase nighttime 1 to 5 kw and to modify its directional antenna, be designated for hearing in a consolidated proceeding with other applications requesting use of 550 kc; ordered that WGR's application be so designated, and further ordered that the bills of particulars heretofore issued in these proceedings be amended to include WGR's application.

KCRS Midland, Tex.—Granted petition requesting that application to change frequency from 1230 to 550 kc, and increase power from 250 w to 5 kw, DA, be designated for hearing with other applications in the 550 kc proceedings scheduled to be heard Feb. 25-March 8 in Washington.

790 kc

WEAU Eau Claire, Wis.—Designated for hearing with five other applications involving use of frequency 790 kc, the application of WEAU to increase power to 5 kw day and night and make changes in DA night.

1030 kc

Alvin E. Nelson Inc., San Francisco—Granted petition requesting that application for a new station to operate on 1030 kc 50 kw unlimited, be designated for hearing in a consolidated proceeding with applications of KARM KFRE and KROY, involving frequency 1060 kc.

1220-1230 kc

Tidewater Bcstg. Corp., Norfolk, Va.; Norfolk Bcstg. Co., Norfolk—Designated for hearing in a consolidated proceeding applications of Tidewater Broadcasting Co. and Norfolk Broadcasting Co., requesting a new station at Norfolk 1230 kc, 100 w, unlimited, and 1220 kc, 250 w, daytime only, respectively.

1450 kc

Express Publishing Co., San Antonio, Tex.—Granted petition requesting that application for a new station 1450 kc 250 w unlimited, be designated for hearing in a consolidated proceeding heretofore set on applications for use of the same frequency.

1450 kc

Empire Newspapers-Radio Inc., Endicott, N. Y.—Granted petition requesting application for a new station to use 1450 kc 250 w unlimited, be designated for hearing in the consolidated proceedings heretofore set on applications for use of the same frequency.

1490 kc

United Bcstg. Co., Ogden, Utah—Granted petition requesting that application for a new station to operate on 1490 kc 250 w unlimited, be designated for hearing in the consolidated proceedings heretofore set for applications to use the same frequency.

Cuyahoga Bcstg. Co., Cleveland, Ohio—Designated for hearing application of Cuyahoga Broadcasting Co. for a new station to use 1490 kc 250 w, in a consolidated proceeding with applications of Chester E. Daly, Cleveland, and Samuel R. Sague, Cleveland Heights, all requesting the same facilities.

1590 kc

WAKR Akron, Ohio—Designated for hearing application for CP for changes in directional antenna for night use and for changes in ground system.

Power Increase Granted WBRY, KVAL by FCC

WBRY Waterbury, Conn. was authorized by the FCC last Wednesday to increase power from 1 kw to 5 kw, unlimited time. The station operates on 1590 kc with directional antenna day and night.

The Commission also granted KVAL Brownsville, Tex. (formerly KEEW) modification of license to increase nighttime power from 100 w to 250 w on 1490 kc. KVAL currently operates with 250 w day, 100 w night.

MARTY'S PARTY

Meet Martin Alexander

Everybody has parties . . . but not every day. So meet a man who does . . . the genial conductor of Canton's favorite early-morning funfest. What's more, Marty's Party is always a success. A recent Conlan Survey★ proves the majority of Canton radios are tuned to Marty's Party every weekday morning.

The friendly voice of WHBC goes into more homes in Stark County than any other station. What better way to tell your sales story to Canton's valuable market . . . 59th in metropolitan tabulations.

1000 WATTS FULL TIME

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5000 WATTS
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WSJS
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watt voice
of Cincinnati

WMBD
PEORIA
Met. Peoria
Pop. 200,000
Peoriarea
Pop. 614,200
5000 Watts
CBS Affiliate
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

Station Tax

(Continued from page 17)

Flynn, prominent Washington labor figure, was Mr. Haggerty's adviser. It could not be learned whether he was assisting in the new campaign, although all the earmarks were there. Mr. Flynn had been identified with other anti-radio projects, including the educators' drive of more than a decade ago to allocate 25% of broadcast facilities for non-profit purposes.

Appended to the new Haggerty letter is a background explanation. It contends that before the war, radio advertising had deprived thousands of printing trades workers of "job opportunities" through the transfer of national advertising to the newer medium. Pointing out that in 1941 legislation was reported out by the House Ways & Means Committee and passed by the House, the Haggerty broadside said the franchise tax plan was rejected by the Senate Finance Committee on the plea of the Treasury Dept. and the FCC that a further study was necessary. "A definite promise was made . . . that the study would be made and the results reported to Congress," said Mr. Haggerty. "This promise has not been made good."

Decline in Jobs

Pointing to an expected decline in "job opportunities" in the printing trades, the Haggerty blast said the continued percentage decline of national advertising in newspapers and other letterpress publications, and the similar increase in national advertising in broadcasting, should be of "grave concern" to those trades. He argued that letterpress publications devote at least 50% of their content to news and educational matter, but are forced to compete with a form of national advertising which, as cited in the case of one 50,000 w station by an FCC member, devoted "87½% of its time to commercial programs."

The Printing Trades Assn. is made up of the International Typographical Union, International Printing Pressmen and Assistants Union, International Brotherhood of Bookbinders, International Stereotypers and Electrotypers Union, and International Photo-Engravers.

In the 1941 campaign, anti-radio committees were appointed by the various printing trades. Lobbying of members of Congress under that plan was carried on through various locals. The committee to discuss the campaign then comprised President Haggerty; former Sen. George L. Berry, of West Virginia, president of the pressmen; and Edward J. Volz, president of the photo-engravers. These men are still heads of their respective unions. In that pre-war campaign, 1,800 local unions and councils and some 15,000 publishers of newspapers, magazines and farm periodicals were called upon to support the legislative drive.

NARBA Conference Committees

(See story on page 17)

FOLLOWING are the committees named to handle details of the Second North American Regional Broadcasting Conference, which opened Feb. 4 in Washington.

INITIATIVES

E. K. Jett, U. S., Chairman

Bahamas—Alan D. Hodgson; Canada—F. H. Soward, G. C. W. Browne (adviser); Dominican Republic—Jose Ramon Rodriquez; Mexico—Carlos Duran Salazar, Jose Luis Fernandez, Miguel Espejel; Newfoundland—H. J. Clarke, W. F. Galgay; Panama—J. E. Heurtematte, Luis Carlos Jiminez (alternate); United Kingdom (on behalf of British West Indies)—Brig. J. G. Deedes; U. S.—Harvey B. Otterman, George P. Adair, Francis Colt de Wolf, Rosel H. Hyde, Donald R. MacQuivey, Marion H. Woodward.

SUBCOMMITTEE to Study Credentials: Messrs. Hodgson, Espejel, Hyde.

TECHNICAL

F. H. Soward, Canada, Chairman

Bahamas—Alan D. Hodgson; Canada—G. C. W. Browne, Dr. Augustin Frigon, Donald Manson, W. G. Richardson, Wilbert Smith, Henry S. Dawson, K. A. MacKinnon, G. R. A. Rice; Cuba—Dr. Nicholas G. Mendoza, Guillermo Morales, Mariano Durland, Alfonso Hernandez Cata, Raoul Karman, Ventura Montes, Antonio de los Santos; Dominican Republic—Jose Ramon Rodriquez; Mexico—Carlos Duran Salazar, Jose Luis Fernandez, Miguel Espejel, Juan Buchanan, Lazaro Barajas; Newfoundland—H. J. Clarke, W. F. Galgay; Panama—J. E. Heurtematte, Luis Carlos Jiminez (alternate); United Kingdom (British West Indies)—Brig. J. G. Deedes; U. S.—E. K. Jett, Harvey B. Otterman, George P. Adair, Francis Colt de Wolf, Rosel H. Hyde, Donald R. MacQuivey, Marion H. Woodward.

SUBCOMMITTEE No. 1—Sr. Barajas, chairman; Messrs. Hodgson, Richardson, Mendoza, Barajas, Buchanan, Rodriquez, Galgay, Adair, Hyde.

SUBCOMMITTEE No. 2—Mr. Adair, chairman; Messrs. Hodgson, Browne, Frigon, Richardson, Smith, Dawson, Rice, MacKinnon, Mendoza, Montes, Morales, de los Santos, Durland, Hernandez Cata, Karman, Barajas, Buchanan, Angel Rojas, Clarke, Galgay, H. U. Graham, Woodward.

JURIDICAL

Dr. Luis Machado, Cuba, Chairman

Bahamas—Alan D. Hodgson; Canada—Donald Manson, F. H. Soward; Cuba—Dr. Jose Ramon Gutierrez, Dr. Nicholas H. Mendoza, Dr. Miguel Amezaga; Dominican Republic—Jose Ramon Rodriquez; Mexico—Carlos Duron Salazar, Jose Luis Fernandez, Miguel Espejel; Juan Buchanan, Lazaro Barajas; Newfoundland—H. J. Clarke, W. F. Galgay; Panama—J. E. Heurtematte, Luis Carlos Jiminez (alternate); United Kingdom (British West Indies)—Brig. J. G. Deedes; U. S.—E. K. Jett, Harvey B. Otterman, George P. Adair, Francis Colt de Wolf, Rosel H. Hyde, Donald R. MacQuivey, Marion H. Woodward.

SUBCOMMITTEE No. 1—Sr. Barajas, chairman.

SUBCOMMITTEE No. 2—Mr. Clarke, chairman.

SUBCOMMITTEE No. 3 (to prepare draft of interim agreement)—Mr. Otterman, chairman; Dr. Machada, Mr. Soward, Sr. Espejel.

Stellman to West Coast

GEORGE STELLMAN, radio supervisor of General Mills shows, Dancer - Fitzgerald - Sample, Chicago, resigned effective Feb. 15 to seek greener pastures on West Coast. Plans are indefinite. No replacement will be named since three of the GM shows, *Valiant Lady*, *Light of the World* and *Lone Ranger* will hereafter be handled out of DFS, N. Y., and the other two, *Betty Crocker* and *Hymns of All Churches* will be taken over by Ed Abbott, who joined the agency's Chicago office three months ago.

Action on Lea Bill Slated This Week

DEFINITE consideration of the Lea bill (HR-5117) to clean up operating methods of James C. Petrillo's American Federation of Musicians is on the House calendar for Friday.

Rep. Cox (D-Ga.) will present the privileged resolution adopted by the Rules Committee to give the bill right-of-way. After adoption of this procedural measure actual debate will be opened by the author of the bill, Rep. Lea (D-Cal.), chairman of the House Interstate Commerce Committee.

The Rules Committee resolution limits general debate to two hours. Attempts to amend the bill by clipping its penal provisions are anticipated. Should the bill come up early in the day a final vote might be taken the same day.

Squibb Drama Series

E. R. SQUIBB & SONS, New York (dental cream), in a commercial tieup with Hollywood Academy of Motion Picture Arts and Sciences, on March 30 will begin a weekly half-hour dramatic series on 145 CBS stations, Saturdays 7-7:30 p.m. (EST). Program takes over time now held by Textron Inc. for Helen Hayes show. Packaged by Famous Artists Corp., Beverly Hills talent service, program carries a reported $15,000 weekly price tag. Academy will clear players and directors for the new series. Geyer, Cornell & Newell, New York, handles Squibb account. Pat Geyer and Don Shaw Agency executives were in Hollywood to close the deal.

Los Angeles Test

A. ARENA & Co., Los Angeles (fresh fruits and vegetables), in a 12-day test campaign ending Feb. 23 is using a total of 63 spot announcements on five Los Angeles area stations: KFI KFAC KMPC KRKD KGFJ. Beaumont & Hohman Adv., Los Angeles, has the account.

"in Louisville
IT'S WINN
OR YOU LOSE"
BASIC STATION
AMERICAN
BROADCASTING COMPANY
HARRY McTIGUE
General Manager

NARBA

(Continued from page 17)

Thursday led to cancellation of technical discussions Juridical subcommittee No. 3, headed by Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept. and vice chairman of the U. S. Delegation, worked on a proposed interim agreement.

Tentative Preamble

At weekend the committee had tentatively agreed to the title and preamble of the interim agreement or modus vivendi; that the interim agreement shall be in force two years begining March 29, 1946, unless a new NARBA shall be signed and ratified before March 28, 1948 and shall include all engineering and administrative provisions of present NARBA.

Under the tentative draft which still hasn't been formally adopted by the subcommittee the Third North American Regional Broadcasting Agreement would be held in Canada about Sept. 15, 1947, with technical meetings and exchange of findings and views in the interim. On the subcommittee with Mr. Otterman are Dr. Luis Machado, Cuba; Dr. F. H. Soward, Canada, and Sr. Miguel Espejel, Mexico.

Technical Subcommittee No. 2, considering Cuba's proposal for use of 20 clear channels and 10 regionals with power ranging up to 50 kw, reported that the other governments indicated no objection to making concessions to Cuba's proposals with respect to increasing power above 5 kw on certain regionals.

The subcommittee adopted a rule of thumb for guidance in considering the proposals. This provided: "Where a new facility or a change in facility is proposed which involves interference to established stations in another country, the country will not object if the single-signal limitation from the proposed operation is less than 40% of the normally protected contour of the station receiving interference.

"In case of a proposed change of existing facilities where a previous notification has been accepted causing calculated limitation higher than 40% of the normally protected contour, such limitation will continue to be accepted. However, in any case, an effort will be made to provide the maximum possible protection to existing stations from any allocation proposals."

Difficulties came on Wednesday when the subcommittee discussed clear channels. After considerable conversation the majority agreed to consider concessions to Cuba on five clear channels as against her demands for 20. Dr. Mendoza told the committee he would consult his delegation and return Thursday morning with Cuba's choice of five channels. Indications were that two or three of the five probably would be U. S. I-A channels.

Reaches Impasse

On Thursday morning when Sr. Barajas convened Technical Sub-Committee No. 1, it was learned that the Cuban members had been instructed not to attend further technical subcommittee meetings. Consequently the Barajas committee and Technical Subcommittee No. 2, headed by Mr. Adair, recessed. Both committees agreed, however, to submit reports to the full Technical Committee.

When the Initiatives Committee met last Monday, Chairman Jett expressed confidence that the Conference would be concluded on schedule (by Feb. 15). He announced appointment of a Drafting Committee to draw up the proposed interim agreement after the Juridical Committee reported it was unanimous in its decision to draft an interim agreement or modus vivendi, pending a new NARBA.

Mexico will provide the Drafting Committee chairman. Col. Avila Camacho, chairman of the Mexican Delegation, was out of Washington last week and had not designated the chairman at press time. Other Drafting Committee members are: Alan D. Hodgson, Bahamas; G. C. W. Browne, Dr. Augustin Frigon, Canada; Dr. Luis Machado, Dr. Jose Ramon Gutierrez, Cuba; Jose Ramon Rodriquez, Dominican Republic; H. J. Clarke, W. F. Galgay, Newfoundland; Brig. J. G. Deedes, British Empire on behalf of British West Indies; Harvey B. Otterman, Rosel H. Hyde, U. S.

Broad powers were given the Juridical and Technical committees in the proposed draft. Dr. Machado presented, on behalf of Cuba, a new proposal embodying the following points: (1) agree to continue NARBA with modifications; (2) Cuba to have the right to use channels as specified in Annex 1; (3) stipulated that the 650-mile limitation rule shall not be applied to Cuba; (4) Cuba undertakes to give protection under the technical agreements to be reached; (5) Cuba relinquishes to the Bahamas the 154-kc channel in exchange for the right to use 640 kc; (6) the Bahamas to use 1540 kc under terms of an annex to be written; (7) interim agreement to begin on March 29; (8) procedure for next NARBA Convention; (10) Haiti may adhere to interim agreement.

KOIN
We Work Today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

LOUIS COWAN HEADS NEW PROGRAM FIRM

LOUIS G. COWAN, creator and producer of the *Quiz Kids* program and until recently chief of the New York offices of the OWI's Overseas Branch, has organized a new production firm, Louis G. Cowan Inc., with offices at 250 W. 57th St., New York, and 8 S. Michigan Blvd., Chicago.

Officers are: Mr. Cowan, president; Joseph W. Bailey, treasurer and general manager; Alfred L. Hollander, vice president; John Lewellen, vice president and manager of the Chicago office. Daniel Saidenberg, symphony conductor, is musical director.

Zenith to Manufacture Color Video Sets Only

STRONGEST SUPPORT for color television yet to come from radio manufacturers was promised last week by Zenith through its president, Commdr. E. F. McDonald Jr. when he pledged that Zenith would produce only color television receivers to the exclusion of all black-and-white lower frequency sets.

Commdr. McDonald told BROADCASTING that advertisers in other media have been willing to pay high prices for color ads, that even mediocre motion pictures draw big box offices if they are in color, and Kodachrome color film for amateur movies outsells black and white three to one despite its higher price. He drew the conclusion that the public is desirous of color.

Commdr. McDonald's "conversion" followed his viewing of a demonstration of CBS's color television in New York. He is owner of W9XVZ, Zenith television station in Chicago.

Warren and Associates Indicted in Fraud Case

ALLEGED attempts to pass $15,000 in worthless checks resulted in arrest of three officials of Federated Broadcasting Co., Chicago, according to police, who said the arrests followed exposure of an alleged time selling venture in which the company solicited farmers to buy time on radio stations, reportedly without consent of the stations.

Police said Nathan Warren, Robert Goldstein, and Herbert Basan were arrested and indicted on charges of conspiracy to defraud, and bond was set at $5,000. Also arrested was Miss Dorothy Rosoff, alias Dorothy Wells, who police said was implicated in the time-sales venture. Norman J. Torgenson, a former business associate of Mr. Warren, later was arrested on a charge of giving a bad check and stealing furniture.

Chicago Better Business Bureau sent warnings to several Midwest stations, contending that Warren, "doing business as the 'Federated Broadcasting Co.,'" was selling radio time to farmers without consent of stations. Mr. Warren contended that the venture was "entirely legitimate."

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
●
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

Dollar for Dollar
your best buy
in San Francisco
is
KSFO
Universal Network's
Key Station for
Northern California
Mark Hopkins Hotel

630
ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

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and HOUSTON!

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LONGVIEW
HOUSTON
SHREVEPORT
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• MUTUAL
KFRO, Longview, Tex.
James R. Curtis, Pres.
1000 WATTS day and night!

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Commercial
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JACKSONVILLE FLA

NORTHERN FLORIDA'S
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Send for WHO'S WHO on WEVD
WEVD—117 West 46th Street, New York, N. Y.

Miller-Petrillo

(*Continued from page 20*)

proximately 14, including all of the officers of the Federation, the Executive Board and my assistants.

"Will you please confirm this appointment at your convenience?"

President Miller's letter to Mr. Petrillo, Feb. 14:

"Dear Mr. Petrillo:

"Your letter of Feb. 6 awaited me upon my return from a series of NAB district meetings. I am happy to accept your invitation and will meet with you in New York City on April 8 at 2:30 p.m.

"In addition to the members of our Special Committee, I shall bring with me one or two members of my staff. We shall also be available for an adjourned meeting with you on April 10, if it seems desirable.

"Our committee is widely representative of the broadcasting industry, including as it does, representatives of the major networks, regional stations, small stations, independent stations and FM stations, as well as the members of the NAB's standing committee on Employe-Employer Relations. Consequently, the Special Committee which will meet with yours consists of 26 members.

"I am pleased that it will be possible for the full membership of both committees to come together at this first meeting. I assume, however, that because of the many-sided nature of the problem which we must solve, it will be necessary for us to select smaller committees to carry on negotiations at later meetings."

Confab Participants

Members of the industrywide committee who are to participate in the New York meeting are:

A. D. Willard Jr., executive v-p NAB; Frank K. White, CBS; Frank E. Mullen, NBC; Mark Woods, ABC; Robert Swezey, MBS; E. E. Hill, WTAG Worcester; G. Richard Shafto, WIS Columbia, S. C.; Theodore C. Streibert, WOR New York; William T. Lane, WAGE Syracuse; Paul Morency, WTIC Hartford; T. A. M. Craven, Cowles Broadcasting Co.; J. Harold Ryan, Fort Industries stations; Clair McCollough, WGAL Lancaster, Pa.; Marshall H. Pengra, KRNR Roseburg, Ore.; Wayne Coy, WINX Washington; Walter Damm, WTMJ Milwaukee; John Elmer, WCBM Baltimore; John E. Fetzer, WKZO Kalamazoo; John H. MacDonald, NBC; Harry LePoidevin, WRJN Racine; Frank King, WMBR Jacksonville; Howard Lane, Field Enterprises; Calvin J. Smith, KFAC Los Angeles; William Fay, WHAM Rochester; J. O. Maland, WHO Des Moines; F. W. Borton, WQAM Miami. One vacancy exists.

Among those on the AFM committee probably will be: Mr. Petrillo; Joseph Padway, counsel; C. L. Bagley, vice president; Leo Cluesmann, secretary; Thomas F. Gamble, financial secretary-treasurer; Joseph N. Weber, honorary president and general advisor; three members of the Executive Committee, Chauncey A. Weaver, J. W. Parks, Oscar F. Hild, Herman D. Kennin, Walter M. Murdoch; plus a number of staff assistants.

FOR BEST PROMOTION of Procter & Gamble's Jack Kirkwood and Jack Smith shows on CBS, P&G District Manager P. D. Covey (r) presents first prize of $1,000 bond to Hugh Terry, KLZ Denver manager. Roger Rambeaux, KLZ promotion manager, seems pleased, too.

Novik Plans New Organization to Help Stations Develop Community Services

PLANS for establishing a public service program consulting organization to assist stations interested in developing or improving their community service were announced last week by Morris Novik, until the end of last year managing director of WNYC, New York City's municipal station.

Mr. Novik emphasized that his service will be confined to consultation. "We will not produce package programs; we will not act as public relations counsellors; we will not handle publicity," he asserted. "We will advise station operators on how they can better serve their communities."

New organization will begin operations as soon as a staff and offices can be secured, Mr. Novik said, stating that he will keep it separate from his activities as producer of the two Sunday broadcasts of Fiorello H. LaGuardia, former Mayor of New York. For this task, Mr. Novik has an office in Mr. LaGuardia's suite in the RCA Bldg., New York.

In line with his activities in the field of public service broadcasting, Mr. Novik is acting as radio consultant to the International Ladies Garment Workers Union, which is planning to finance the construction and initial operations of six FM stations to be erected by as many ILGWU locals, which have filed applications with the FCC for FM stations in New York, Boston, Chattanooga and Philadelphia, with applications for St. Louis and Los Angeles to be filed shortly.

Unlike plans announced by other unions, the ILGWU stations will be owned and operated locally by the local unions, each of which is setting up a board of advisors, comprising leading citizens of each community, to assist in operations. Stations will operate commercially but on a non-profit basis. National union is advancing the necessary funds to get the stations started as five-year loans to the individual locals who are organizing individual broadcasting units such as Unity Broadcasting Corp. of New York, Unity Broadcasting Corp. of Massachusetts, etc.

New RCA Plant

RCA Victor Division of RCA has leased a plant in the southwest section of Chicago to be used exclusively for fabrication and assembly of auto radios. Operation will be transferred from Indianapolis plant where RCA now manufactures radios for automobiles. Chicago plant, at 51st and Menard Sts., was formerly occupied by Diamond Truck Co.

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Higher Frequency Standards Set Up

ORDER in the new radio bands far up the spectrum will be brought about as a result of new frequency standards ranging to 33,000 mc set up by the Bureau of Standards, speeding development of this war-developed field.

Accuracy of one part in ten million is attained by the Bureau in the microwave range. In the ultra-high and super-high bands an accuracy of better than one part in a hundred million is reached. The fixed frequencies of the standards cover the bands at intervals of about 1%, which happens to be the normal separation between stations in the broadcast band.

Bureau experts are approaching the millimeter region (1/25th of an inch) in their research.

The frequency standards work was started in April 1944 at request of the Joint Communications Board with Army and Navy funds. Technical assistance and equipment were provided by the MIT Radiation Laboratory and a military technical group. Naval Research Laboratory, Bell Telephone Laboratories, RCA, Sperry Gyroscope Co., General Electric Co., Western Electric Co. provided material.

Development of television, radar and other new electronics arts will be speeded by the standards. One manufacturer has started production of frequency meters and other microwave equipment.

Microwave frequency standards come from seven quartz-crystal oscillators, which cover the spectrum through frequency multiplication, conversion and harmonic selection. Average frequency value is based on and agrees precisely with average Naval Observatory time signals.

The bureau provides measurements, tests and information on instruments which in turn are used as standards to test and measure other instruments. The service is given to Federal agencies, but fees are charged for service to others.

REWARD FOR VISION
Savannah never missed a step from war to peace. Constant, vibrant progress. Here are "PLANTS — PAYROLLS — PEOPLE". The WSAV market!
NBC
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO

Cuba's Bid For More Channels

(See story on page 17)

PROPOSALS by the Cuban delegation ask for the assignment of 7 additional channels to Cuba, making a total of 71 for that country. All of the sought channels are clears.

Below are given the 64 channels now assigned to Cuba with the additional frequencies sought by that country shown at right.

Frequency	Present Facilities of Cuba		Class	Power	Requests		
550	CMW	Havana	III-A	2.5 kw		....	
560	CMKM	Manzanillo, Oriente	IV	250 w		....	
570	CMHI	Santa Clara	II DA	10 kw		....	
				*15 kw			
580	CMJN	Camaguey	III-A	1 kw			
590	CMCY	Havana	II DA	15 kw	II-Sp.	DA	25 kw
600	CMKV	Holguin, Oriente	III-A	1 kw	II-Sp.	DA	10 kw
630	CMCD	Regla, Havana	II DA	15 kw	II-Sp.	DA	25 kw
640	CMHQ	Santa Clara	II	5 kw	II-Sp.	DA	25 kw
		(Not on air at present)					
660	None				II	DA	2 kw
670	None				II	DA	1 kw
690	CMQ	Havana	II DA	15 kw	I	DA	25 kw
				25 kw-LS			
720	None				II	DA	1 kw
730	CMKJ	Holquin, Oriente	II	5 kw	II	DA	10 kw
740	CMZ	Havana	II	1 kw	II	DA	10 kw
				5 kw-LS			
780	None				II	DA	1 kw
790	CMCH	Havana	III-A	1 kw	II-Sp.	DA	10 kw
				5 kw-LS		or 2.5 kw non-D	
810	CMAQ	Pinar Del Rio	II	1 kw			
				(Prov. Opn. 250 w)			
830	CMBZ	Havana	II	1 kw D	II	DA	5 kw
850	None.				II		2 kw unlimited
860	CMBL	Havana	II	5 kw DA	II	DA	15 kw
890	None				II	DA	2 kw
900	CMKS	Guantanamo, Oriente	II	250 w		....	
910	CMCF	Havana	III-A	5 kw	II-Sp.	DA	10 kw
920	CMJL	Camaguey	III-A	5 kw	II-Sp.	DA	10 kw
930	CMKN	Santiago de Cuba	III-A	1 kw		....	
950	CMBC	Havana	III-A	5 kw-D	II-Sp.	DA	10 kw
				1 kw-N		or 2 kw non-D	
960	CMHN	Santa Clara	III-A	1 kw	II-Sp.	DA	10 kw
						or 2 kw non-D	
970	CMKU	Santiago de Cuba	III-A	1 kw		....	
980	CMCK	Havana	III-A	5 kw		....	
990	CMHT	Sancti Spiritus	II	250 w		....	
1000	CMKW	Santiago de Cuba	II	1 kw		....	
1010	CMX	Havana	I-B DA	25 kw		....	
1030	CMAC	San Cristobal	II	250 w-D	II		
1050	CMKF	Holguin, Oriente	II	250 w		....	
1060	CMCM	Havana	II	250 w	II		
	CMJA	Camaguey	II	250 w		....	
1090	CMBS	Havana	II	250 w-D		....	
				100 w-N			
	CMKR	Santiago de Cuba	II	250 w		....	
1120	CMBY	Havana	II	250 w-D		....	
1130	CMKH	Guantanamo, Oriente	II	250 w		....	
1150	CMBQ	Havana	III-A	1 kw		....	
				5 kw-LS			
	CMJK	Camaguey	III-B	500 w		....	
1190	CMCU	Havana	II	5 kw		....	
1220	CMKO	Holguin, Oriente	II	250 w		....	
1230	CMCO	Havana	IV	250 w		....	
	CMJE	Camaguey	IV	250 w		....	
1240	CMGF	Mantanzas	IV	250 w		....	
1250	CMHP	Placetas, L. V.	IV	250 w		....	
	CMKC	Santiago de Cuba	III-B	1 kw-D		....	
				250 w-N			
1260	CMBF	Havana	III-A	5 kw		....	
1270	CMJC	Camaguey	II	1 kw		....	
1280	CMHA	Sagua la Grande	IV	250 w		....	
1290	CMCW	Havana	IV	250 w		....	
	CMKD	Santiago de Cuba	III-A	1 kw		....	
1300	CMAN	Pinar del Rio	III-A	1 kw		....	
	CMJF	Camaguey	IV	250 w		....	
1310	CMHO	Santa Clara, L. V.	III-A	1 kw		....	
1320	CMKE	Manzanillo	IV	250 w		....	
1330	CMCB	Havana	IV	250 w		....	
1340	CMJC	Camaguey	IV	250 w		....	
1350	CMHJ	Cienfuegos	IV	250 w		....	
	CMKY	Puerto Padre	IV	100 w		....	
1360	CMCX	Havana	IV	250 w (L-CMOA)		....	
	CMOA	Havana	IV	250 w (S-CMCX)		....	
1370	CMJH	Ciego de Avila	IV	250 w		....	
1380	CMHK	Cruces	IV	250 w		....	
1390	CMBX	Havana	IV	250 w (S-CMBG)		....	
	CMBG	Havana	III-A	1 kw (S-CMBX)		....	
	CMKX	Bayamo, Oriente	IV	250 w		....	
1400	CMJI	Florida, Cam.	IV	250 w		....	
1410	CMHB	Sancti Spiritus	IV	250 w		....	
1420	CMCG	Havana	IV	250 w		....	
1430	CMKZ	Palma Soriano	IV	250 w		....	
1440	CMGW	Matanzas	III-A	1 kw		....	
				500 w*			
	CMJW	Camaguey	IV	250 w		....	
1450	CMAB	Pinar del Rio	IV	250 w		....	
	CMHM	Cienfuegos	IV	250 w			
1460	CMBD	Havana .	IV	250 w (L-CMCQ)		....	
	CMCQ	Havana	IV	250 w (L-CMBD)		....	
	CMKQ	Pueblo de San Luis	III-B	500 w		....	
1470	CMGE	Cardenas	IV	250 w		....	
	CMJO	Ciego de Avila	IV	250 w		....	
1480	CMHX	Santa Clara	IV	250 w		....	
1490	CMCA	Havana	IV	250 w (S-CMOX)		....	
	CMKG	Nictoria de las Tunas	IV	250 w		....	
	CMOX	Havana	IV	250 w (S-CMCA)		....	
1540	CMBH	Havana	II	5 kw		....	
1560	CMHD	Caibarien	II	5 kw		....	
				250 w*			
1580	CMCJ	Havana	II	250 w (S-CMCR)		....	
	CMCR	Havana	II	250 w (S-CMCJ)		....	
	CMJQ	Nuevitas, Cam.	II	250 w		....	

Siegel to Stamford

JACK R. SIEGEL, previously West Coast manager of Philharmonic Radio Corp., has been named vice president in charge of advertising and sales of Stamford Electric Products Co. Firm makes radio transformers.

Goodlet to Mathes

GEORGE GOODLET, former partner in Giezendanner Co., Houston advertising agency, has joined J. M. Mathes Inc., New York, as assistant to Hurley Hust, account executive on the Pan American Coffee Bureau account.

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ACTIONS OF THE FCC

FEBRUARY 8 TO FEBRUARY 14

Decisions . . .

FEBRUARY 8

ACTIONS ON MOTIONS

WLOF Orlando, Fla.; E. T. Wright, Orlando—On applicants' petitions for reconsideration and grant, ordered applications removed from hearing docket and petitions denied. Amended previous bill of particulars to delete both applications from proceedings.

By Comr. Wakefield

KSD St. Louis—Denied motion requesting amendment hearing notice so as to strike the first issues (dealing with technical, financial and other qualifications of applicant).

Arkansas-Oklahoma Bcstg. Corp., Ft. Smith, Ark.—Granted petition insofar as it requests opening of record in re applications of petitioner and Donald W. Reynolds; denied insofar as petition requests leave to take depositions of Milton W. Woodward, without prejudice, however, to the presentation by petitioner of the testimony only of Milton W. Woodward at a further hearing Feb. 28, said further hearing to be limited to purposes hereby stated.

By Comr. Wills

Rodger T. Peacock, Sr. tr/as Daytona Beach Bcstg. Co., Daytona Beach, Fla.—Granted motion to amend application so as to add Rodger T. Peacock Jr. to partnership and substitute said partnership of Roderick T. Peacock Sr. and Roderick T. Peacock Jr. for aforementioned applicant.

FEBRUARY 13

By Administrative Board

WKRZ Oil City, Pa.—Granted modification of CP which authorized new station, for changes in transmitting equipment, antenna approval, studio and transmitter locations approval. Permittee granted waiver of Section 3.60 of rules; conditions.

WHBC Canton, O.—Granted CP install new transmitter.

ACTIONS ON MOTIONS

RadiOhio Inc., Springfield, O.—Granted request to dismiss without prejudice application for new FM station.

James A. Brown et al, a partnership, d/b as Atlantic Shores Bcstg. Ltd., Coral Gables, Fla.—Granted petition to amend application to specify "site to be determined" instead of Coral Gables; amendment accepted.

1600 kc

WOOP Inc., Dayton, O.—Granted petition insofar as request to amend aped from 1150 to 1600 kc; removal from hearing docket and other relief. Amendhearing docket and other relief. Amendment accepted, application removed.

FEBRUARY 13
(Announced Feb. 14)

ACTIONS BY THE COMMISSION EN BANC

CONDITIONAL FM CONSTRUCTION PERMITS—Granted 19 FM stations, bringing total conditional authorized thus far to 323.

(See story and list on page 85).

Theodore Granik, Washington, D. C.—Adopted order designating application for consolidated hearing with application of Marcus Loew Booking Agency, scheduled for March 11; further ordered issues in this hearing be amended to include this application.

Roanoke Bcstg. Corp., Roanoke, Va.; Times-World Corp., Roanoke; Piedmont Bcstg. Corp., Danville, Va.—Designated for consolidated hearing.

1340 kc

G. W. Covington Jr., Selma, Ala.—Granted CP new station 1340 kc, 250 w, unlimited.

1490 kc

Southland Bcstg. Co., Laurel, Miss.—Granted CP new station 1490 kc, 250 w, unlimited.

1340 kc

Herbert Herff, Memphis, Tenn.—Granted CP new station 1340 kc, 250 w, unlimited. Subject to approval of trans. site and design.

1240 kc

Don C. Foote, et al, d/b as Billings Bcstg. Co., Billings, Mont.—Granted CP new station 1240 kc, 250 w, unlimited. Subject to selection of a transmitter site and filing of modification of permit therefor.

1240 kc

Eastern Radio Corp., Reading, Pa.—Granted CP new station 1240 kc, 250 w, unlimited; subject to waiver of Secs. 3.55 and 3.60 of Commission's rules, and to selection of approved transmitter site.

1230 kc

Moline Bcstg. Co., Moline, Ill.—Adopted order denying petition for reconsideration and grant of application for a new station 1230 kc, 250 w, unlimited.

1400 kc

James S. Rivers, d/b as Southeastern Bcstg. System, Sanford, Fla.—Denied petition to grant without a hearing application for a new station to use 1400 kc, 250 w, unlimited.

Peterson & Co., Lexington, Ky.—Adopted order denying petitioner's request that application for a new station be designated for hearing in a consolidated proceeding with application of The Kentucky Bcstg. Co.

1460 kc

WACO Waco, Tex.—Denied special service authority to operate on 1460 kc with 250 w for a period of 90 days.

1490 kc

KVAL Brownsville, Tex. — Granted modification of license to increase nighttime power from 100 to 250 w on 1490 kc.

1590 kc

WBRY Waterbury, Conn.—Granted CP to increase 1 to 5 kw unlimited, 1590 kc, DA.

1250 kc

Virginia-Carolina Bcstg. Corp., Danville, Va.—Granted petition to sever its application for a new station, from the consolidated proceeding with applications of Farnsworth Television and Radio Corp., et al, all requesting 1250 kc with directional antenna.

Fort Orange Bcstg. Co. Inc., Albany, N. Y.; Van Curler Broadcasting Corp., Albany—Granted in part joint petition for continuance of consolidated hearing on petitioners' applications and that of the Albany Broadcasting Co. Inc., now scheduled for Feb. 18, and ordered that said hearing be continued for a period of 30 days.

1490 kc

Harold T. Gray, et al. d/b as Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa.—Granted motion for leave to amend application for CP so as to specify the frequency 1450 kc instead of 1490 kc as presently requested; ordered the record reopened in the matter of applications of Miners' Broadcasting Service, Pottsville, and WAZL Hazleton, and scheduled said matters for further consolidated hearing on Feb. 23, with movant's application, as amended.

State of Wisconsin-State Radio Council, Madison, Wis.—Granted CP for two new non-commercial educational broadcast stations; frequencies to be assigned by the Chief Engineer of the Commission; 3 kw and 10 kw power, special emission for FM. This is to be two units in a proposed statewide educational FM network eventually to include seven such broadcasting stations. These stations are to be located at Madison and Delafield, Wis., with main studios for both stations on the campus at the Univ. of Wis., Madison.

(See story on page 101).

WHEC Rochester, N. Y.—Denied petition to reconsider and grant without hearing application; on Commission's own motion severed application from consolidated hearing with applications for stations in Albany; retained on docket for hearing on Feb. 18 on issues hertofore published; Albany applicants made parties to this hearing.

Designated For Hearing—11 applications involving AM frequencies.

(See story on page 89).

FEBRUARY 14

ACTIONS ON MOTIONS

By Comr. Durr

KSD St. Louis—Granted motion amend application for CP, so as to specify a new transmitter site and modified antenna system; amendment accepted.

Midwest Bcstg. Co., Milwaukee—Granted motion amend application for CP so as to provide alteration of DA, using a different pattern for day and night operation; amendment accepted.

San Joaquin Broadcasters Inc., Modesto, Cal.—Granted motion to dismiss without prejudice application for a new station.

KPLC Lake Charles, La.—Granted motion to take depositions in re movant's application for CP.

Palladium Publishing Co., Benton Harbor, Mich.—Granted motion to amend its application for CP so as to specify power of 100 instead of 250 w; to specify an exact transmitter site, etc.; amendment accepted.

The Templetone Radio Mfg. Corp., Boston, Mass.—Granted petition for leave to amend its application so as to specify 1090 kc instead of 1450 kc, and to add Ivon B. Newman to the Corp. as a director and stockholder, and to make other changes. The amendment was accepted and the application as amended, was removed from the hearing docket.

KHQ Spokane, Wash.; KGA Spokane—Granted joint petition for continuance of hearing on applications for renewal of licenses scheduled for Feb. 19, and continued same to April 18, 1946.

Sabine Area Bcstg. Corp., Orange, Tex.—Granted motion to dismiss without prejudice its application for CP.

WICA Ashtabula, Ohio—Granted petition requesting leave to amend application so as to specify 5 kw power daytime instead of 1 kw daytime, amendment accepted.

WRAL Raleigh, N. C.—Granted motion to take depositions in re application, hearing on which is scheduled for March 8-16.

WTMA Atlantic Coast Bcstg. Co., Charleston, S. C.—Granted petition requesting leave to intervene in the consolidated hearing on applications of WLAP WCPO and Queen City Bcstg. Inc.

Constitution Publishing Co., Atlanta—Granted petition to amend its application so as to change pattern of direc-

Hearings Next Week

MONDAY, FEBRUARY 18

Consolidated Hearing, 10 a.m.
Washington, D. C.

WCPO Cincinnati—CP 630 kc 100 w night 250 w day unlimited; **Queen City Bcstg. Inc., Cincinnati**—CP new station 630 kc 1 kw night 5 kw day, DA night and day; **WLAP Lexington, Ky.**—CP 630 kc 1 kw night 5 kw day, DA night and day.

Other participants: WHKC Columbus, O. (intervenor), KXOK St. Louis (intervenor).

Hearing, 10 a.m.
Washington, D. C.

WHEC Rochester, N. Y.—CP 1460 kc 5 kw unlimited, DA night.

Consolidated Hearing, 10 a.m.
City Hall, Pensacola, Fla.
Before Comr. Wakefield

Ruth Braden Weber, d/b as Escambie Bcstg. Co., Pensacola, Fla.—CP new station 1450 kc 250 w unlimited; **Gulfport Bcstg. Co. Inc., Pensacola**—CP new station 1450 kc 250 w unlimited; **W. O. Pape, tr/as Pape Bcstg. Co., Pensacola**—CP new station 1450 kc 250 w unlimited.

WEDNESDAY, FEBRUARY 20

Consolidated Hearing, 10 a.m.
City Hall, Daytona Beach, Fla.
Before Comr. Wills

Roderick T. Peacock Sr., tr/as Daytona Beach Bcstg. Co., Daytona Beach, Fla.—CP new station 1340 kc 250 w unlimited; **Wade R. Sperry, Edgar J. Sperry & Josephine T. Sperry d/b as Daytona Beach Bcstg. Co., Daytona Beach**—CP new station 1340 kc 250 w unlimited; **News-Journal Corp., Daytona Beach**—CP new station 1340 kc 250 w unlimited.

Other participants: WWPG West Palm Beach, Fla. (intervenor).

Further
Consolidated Hearing, 10 a.m.
Washington, D. C.

City of Sebring, Fla., Sebring, Fla.—CP new station 1430 kc 1 kw unlimited; **A. Frank Katzentine, Orlando, Fla.**—CP new station 1420 kc 5 kw unlimited, DA night; **WRBL Columbus, Ga.**—CP 1420 kc 5 kw, DA night; **Muscogee Bcstg. Co., Columbus**—CP new station 1450 kc 250 w unlimited; **Chattahoochee Bcstg. Co., Columbus**—CP new station 1460 kc 1 kw, DA day and night; **WWPG Palm Beach, Fla.**—CP 1420 kc 1 kw unlimited; **WMBR Jacksonville, Fla.**—CP 1460 kc 5 kw, DA night; **WLAK Lakeland, Fla.**—CP 1430 kc 1 kw unlimited; **Georgia-Alabama Bcstg. Corp., Columbus**—CP new station 1450 kc 250 w unlimited.

FRIDAY, FEBRUARY 22

Consolidated Hearing, 10 a.m.
Washington, D. C.

WREN Topeka, Kan.—CP 1250 kc 5 kw night 5 kw day S-KFKU; **Midwest Bcstg. Co., Milwaukee, Wis.**—CP new station 1250 kc 5 kw, DA day and night; **WGL Ft. Wayne, Ind.**—CP 1250 kc 1 kw unlimited, DA day and night; **Virginia-Carolina Bcstg. Corp., Danville, Va.**—CP new station 1250 kc 1 kw night 5 kw day, DA night; **Homer Rodeheaver, Winona Lake, Ind.**—CP new station 1250 kc 1 kw unlimited, DA night and day.

(Motion for severance filed by Virginia-Carolina Bcstg. Corp.)

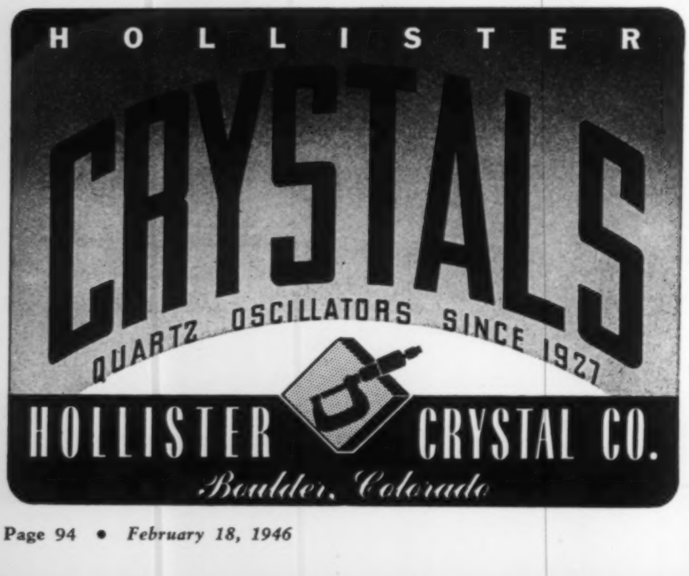
Consolidated Hearing, 10 a.m.
City Hall, Biloxi, Miss.
Before Comr. Wakefield

WGCM Bcstg. Co., co-partnership of Hugh O. Jones, Wm. E. Jones & James O. Jones, Biloxi, Miss.—CP new station 1490 kc 250 w unlimited; **WLOX Bcstg. Co., Biloxi**—CP new station 1490 kc 250 w.

SATURDAY, FEBRUARY 23

Hearing, 10 a.m.
Volusia County Court House,
Deland, Fla.
Before Comr. Wills

James S. Rivers d/b as Southeastern Bcstg. System, Sanford, Fla.—CP new station 1400 kc 250 w unlimited.



tional antenna, and to specify 5 kw power day and night instead of 1 kw night, 5 kw day; amendment accepted.

WGBR Goldsboro, N. C.—Granted petition for leave to amend its application so as to revise the estimated installation costs; amendment accepted.

WLAP Lexington, Ky.—Granted motion for leave to amend its application for CP so as to change the antenna site; change pattern of proposed DA, etc.; said amendment accepted together with petition covering the matters, and Sec. 1.254 of the Commission's rules was waived.

Chesapeake Radio Corp., Annapolis, Md.—Ordered application as amended removed from the hearing docket, since change in frequency request to 810 kc is not now in conflict with others in the consolidated proceeding.

Press Wireless Inc.—Upon consideration of motion requesting continuance of hearing in the matter of rates and charges for communication service, the Commission ordered that the hearing scheduled for Feb. 18 be continued to March 18.

Applications . . .

FEBRUARY 7

Applications Dismissed:

Carl R. Bamford, Asheville, N. C.—CP for a new station to be operated on 1450 kc power of 250 w and unlimited hours of operation (request of attorney).

The Tower Realty Co., Baltimore, Md.—CP for a new commercial television broadcast station to be operated on Channel No. 4, 78-84 mc. and ESR of 2160 (request of attorney).

The Radio Voice of New Hampshire Inc., Manchester, N. H.—CP new FM (rural) station 43.5 mc, coverage of 31,630 square miles (request of applicant).

Applications received and returned:

NEW Beverly Hills Broadcasting Co., Beverly Hills, Cal.—CP for a new FM (community) station to be operated on frequency to be determined by chief engineer.

Applications for Standard Broadcast Facilities tendered for filing:

640 kc

WHK Cleveland, O.—CP change from 1420 to 640 kc, increase from 5 kw to 50 kw, install new transmitter, install DA and change transmitter location.

1420 kc

WHKK Akron, O.—CP change from 640 to 1420 kc, increase from 1 kw to 5 kw, change hours of operation from limited to unlimited, install new transmitter and directional antenna for day and night use and change transmitter location. (Contingent upon grant of WHK application for 640 kc.)

1400 kc

Carroll-Grayson Broadcasting Corp., Galax, Va.—CP new station 1400 kc, 250 w and unlimited hours of operation.

1490 kc

Shawnee Broadcasting Co., Chillicothe, O.—CP new station 1490 kc 250 w and unlimited hours of operation.

940 kc

WBBB Burlington, N. C.—CP to change frequency from 920 to 940 kc, increase from daytime to unlimited, using 1 kw and install directional antenna for night use.

930 kc

WOLS Florence, S. C.—CP change from 1230 to 930 kc, increase from 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location.

1490 kc

W. Walter Tison, Tampa, Fla.—CP new station to 1490 kc 250 w and unlimited hours of operation.

1490 kc

R. E. Northcut, W. L. Gillmor & W. C. Turner, d/b as the General Broadcasting Co., Independence, Mo.—CP new station 1490 kc 250 w and unlimited hours of operation.

750 kc

KMMJ Grand Island, Neb.—CP to increase power from 1 kw to 10 kw, install new transmitter.

1050 kc

Northern Kentucky Airwaves Corp., Covington, Ky.—CP new station 1050 kc 250 w and daytime hours of operation.

930 kc

WLAV Grand Rapids, Mich.—CP change from 1340 to 930, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location.

1400 kc

Kenneth Kesterton & Charles Penix, a partnership d/b as Radio Engineering Service, Pine Bluff, Ark.—CP new station to be operated on 1400 kc, 250 w and unlimited hours of operation.

1490 kc

Mary C. Hamilton, (Mrs. G. W.) William B. Davies, Fielding H. Atchley, Robert E. McCallum Jr., d/b as Hub City Broadcasting Co., Jackson, Tenn.—CP new station 1490 kc 250 w and unlimited hours of operation.

Southwest Broadcasters Inc., Raton, N. M.—CP new station to 1490 kc 250 w and unlimited hours of operation.

1600 kc

John A. Eagerstedt, Weiser, Ida.—CP new station 550 to 1600 kc 250 w and unlimited hours of operation.

FEBRUARY 8

WKNE, Keene, N. H.—Voluntary transfer of control from Harry C. Wilder, Mark S. Wilder, Helen W. Miller, Frank Lyman Jr., David Carpenter, N. L. Kidd, George W. Smith and Philip H. Faulkner TO Joseph K. Close, Lyman Spitzer, Abbott K. Spencer and Robert T. Colwell.

Eagle Printing Co. Inc., Butler, Pa.—Amend application of CP new community FM station on frequency and coverage not specified: Specify frequency as to be determined by FCC, coverage 13,780 sq. mi., change class of station to metropolitan, and specify population, transmitter site and antenna system.

1380 kc

Skyway Broadcasting Corp., Asheville, N. C.—CP new station 1380 kc 5 kw day 1 kw night DA night.

730 kc

State Bcstg. Co., Oklahoma City, Okla.—CP new station 730 kc 1 kw daytime.

1450 kc

Radio Asheville Inc., Asheville, Inc.—Amend application new station 1450 kc 250 w unlimited: Re stockholders. (Call "WCRA" reserved).

Application returned:

1050 kc

The Northern Kentucky Radio Corp., Covington, Ky.—CP new station 1050 kc 250 w daytime.

Applications tendered for filing:

1450 kc

Empire Newspapers-Radio Inc., Endicott, N. Y.—CP new station 1450 kc 250 w unlimited.

Express Publishing Co., San Antonio, Tex.—CP new station 1450 kc 250 w unlimited.

1540 kc

East-West Bcstg. Co., partnership of John C. Griffith, James H. Lawson Jr., James G. Ulmer Jr., M. Ward Bailey and T. S. Christopher, Ft. Worth, Tex.—CP new station 1540 kc 250 w unlimited.

1340 kc

James C. Wallentine, d/b as The Uintah Bcstg. Co.—Vernal, Utah—CP new station 1340 kc 250 w unlimited.

1240 kc

Radio & Television Bcstg. Co. of Idaho, Pocatello, Ida.—CP new station 1240 kc 250 w unlimited.

FEBRUARY 11

Cowles Bcstg. Co., Wheaton, Md.—CP new developmental station 485-600 mc, as assigned by FCC, power not more than 3 kw and not less than 400 w and special for television transmission.

Ohio Valley Bcstg. Corp., Parkersburg, W. Va.—CP new metropolitan FM station on frequency and coverage not specified.

Lucian E. Kinn, Fostoria, O.—CP new metropolitan FM station on frequency to be selected by FCC and coverage 7,925 sq. mi.

UAW-CIO Bcstg. Corp. of Michigan, Detroit—Amend application for CP new FM station to change name from International Union United Automobile, Aircraft and Agricultural Implement Workers of America, R. J. Thomas, Pres., to aforementioned corporation.

Fountain of Youth Bcstg. Co., St. Augustine, Fla.—CP new FM station 92-106 mc and coverage 2,580 sq. mi.

Southern Media Corp., Coral Gables, Fla.—CP new community FM station to operate on frequency to be selected by FCC chief engineer and coverage to be determined.

J. M. Bryan & Smith Davis, co-partners d/b as Spartanburg Bcstg. Co., Spartanburg, S. C.—CP new metropolitan FM station to operate on frequency assigned by FCC and coverage to be determined.

A & M College of Texas, College Station, Tex.—CP new non-commercial educational station on frequency to be assigned by FCC, 1 kw.

Maison Blanche Co., New Orleans—Amended application for CP new commercial television station on Channel 1. ESR of 1430, to change frequency to Channel 4.

Fred B. Wilson & Channing Cope, d/b as Wilson & Cope, Atlanta, Ga.—Amended application for CP new metropolitan FM station on Channel 223, to change name from Fred B. Wilson & Channing Cope to Fred B. Wilson & Channing Cope, d/b as Wilson & Cope.

KWHN Bcstg. Co. Inc., Ft. Smith, Ark.—CP new rural or metropolitan FM station on frequency to be assigned in 100 mc band, coverage 15,000 sq. mi.

Applications tendered for filing:

1300 kc

Volunteer State Bcstg. Co. Inc., Nashville, Tenn.—CP new station 1300 kc 5 kw unlimited, DA night.

550 kc

KCRS Midland, Tex.—CP change from 1230 kc to 550 kc, increase from 250 w to 5 kw, install new transmitter, DA day and night.

Application dismissed:

RadiOhio Inc., Zanesville, O.—CP new metropolitan FM station 44.7 mc with coverage 3,525 sq. mi. (request of attorney).

FEBRUARY 12

1490 kc

James D. Asher, Morton R. Wade & Martin Anastasi, d/b as The Asher Bcstg. Service, Quincy, Mass.—CP new station 1490 kc 250 w unlimited (Call "WJDA" reserved).

W3XL, Washington, D. C.—License to cover CP new developmental station.

810 kc

Tri-City Bcstg. Co., McKeesport, Pa.—CP new station 810 kc 1 kw daytime operation.

630 kc

Queen City Bcstg. Inc.—Amended application for CP for new station 630 kc 5 kw day and night, to request 5 kw day 1 kw night with DA changes.

Observer Publishing Co., Washington, Pa.—Amended application (and resubmitted) for CP new metropolitan FM station, to specify Channel 259, coverage 9650 sq. mi., population 2,239,185.

1400 kc

Marvin Glazer & Sylvan Fox, co-partners, d/b as Fox Bcstg. Co., Alexandria, La.—CP new station 1400 kc 250 w unlimited.

Giddens & Rester, a partnership composed of Kenenth R. Giddens & T. J. Rester, Mobile, Ala.—CP new metropolitan FM station on frequency to be determined by FCC chief engineer and coverage to be determined.

W9XEV Glenwood, Ind.—License to cover CP new developmental station.

KXO El Centro, Calif.—CP install new transmitter, vertical antenna and ground system and change studio and transmitter location.

Applications tendered for filing:

KGKB Tyler, Tex.—(resubmitted) Voluntary assignment license to Jas. G. Ulmer and James G. Ulmer Jr., d/b as East Texas Bcstg. Co.

980 kc

WTRY Troy, N. Y.—CP increase from 1 kw to 5 kw, install new transmitter and DA for day and night, change transmitter location.

550 kc

WKRC Cincinnati—CP increase from 1 kw night 5 kw day to 5 kw unlimited, install new transmitter and DA for day and night, and change transmitter location.

580 kc

LaCrosse Bcstg. Co., Lacrosse, Wisc.—CP new station 580 kc 5 kw unlimited, DA.

630 kc

Boise Bcstg. Co., Boise, Ida.—CP new station 630 kc 5 kw unlimited DA.

FEBRUARY 13

1490 kc

Electronics Corporation of Puerto Rico, Mayaguez, Puerto Rico—CP for a new station 1490 kc 250 w unlimited.

1200 kc

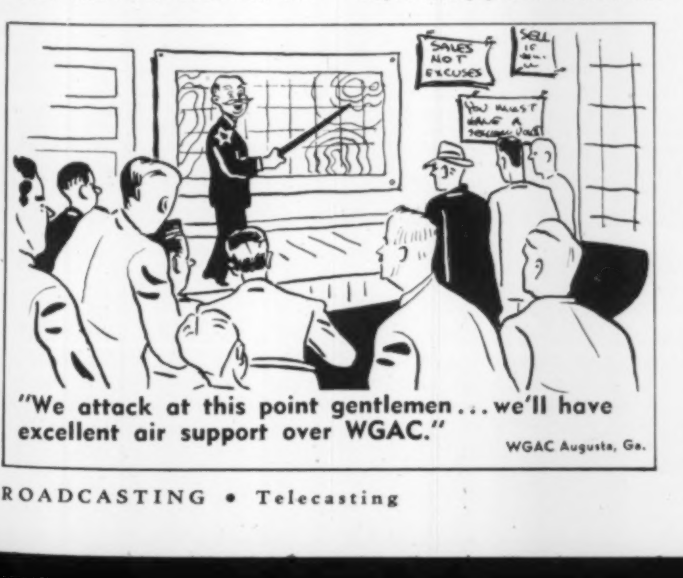
Charles A. Sprague, Glenn R. Thayer and Wililam W. Behrman, d/b as WMIL Bcstg. Co., Milwaukee—CP for a new station 940 kc 250 w daytime. Amended to show Wililam W. Behrman a partner instead of Eleanor M. Behrman, to change frequency from 940 to 1200 kc and make changes in antenna system.

1390 kc

Capital City Bcstg. Co., Des Moines, Iowa—CP for a new station 1600 kc 250 w unlimited. Amended to change frequency from 1600 to 1390 kc, increase from 250 w day and night to 1 kw day and night, install new transmitter and direction antenna for day and night use and change transmitter location.

WTMJ-FM Richfield, Wis.—CP to increase service area from 8,500 to 16,287 square miles, specify frequency as 92.3 mc., install new equipment, change antenna system and specify a rural FM station.

(*Continued on page 96*)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MUTUAL BROADCASTING SYSTEM
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BAMBERGER VIDEO TOWER IS APPROVED

TELEVISION tower 300 feet high for proposed Washington station of Bamberger Broadcasting Service was approved last week by the District of Columbia Board of Commissioners. Action followed a long fight by Harry S. Wender, Bamberger attorney, to get local approval of a tower high enough to meet FCC recommendation that towers be 500 feet above average territory served by video stations. The 300-foot tower, located on a high spot at 40th & Brandywine Sts. N.W., Washington, will be some 480 feet above its service area.

Still pending before the board is application of NBC to build a television tower atop the Wardman Park Hotel, which the Board of Zoning Adjustment has approved.

Approval to the Bamberger 300-foot tower height has now been given by the Civil Aeronautics Administration, National Capital Park and Planning Commission and zoning board. The commissioners' action covers merely tower height and does not include structural plans, which require a separate permit.

The Capital Planning Commission had recommended that the Board of Commissioners approve television towers as high as the FCC deems necessary for good service, but no higher.

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GE and Westinghouse Workers Still Striking Number 175,000

ON THE WEEK-END of Feb. 9-10 a faint blush of hope spread through the strike-bound electrical and electronics manufacturing industry. One strike (of 8,000 RCA workers) had been averted, another (of 25,000 General Motors electrical division employes) settled.

But by last week's end, the hopeful blush was gone. In its place was the red face of anger. Harsh words flew between management and labor as 175,000 other workers at General Electric and Westinghouse remained bitterly on strike.

CIO's giant United Electrical, Radio and Machine Workers of America, claiming triumph in negotiations with General Motors and RCA, would settle for no less a triumph in the strike against General Electric and Westinghouse.

But the companies' strategy was plain: hold the line on wages until Washington agreed to higher price ceilings. The labor-management hiatus widened with delay.

Fortnight ago, UE and RCA reached agreement on wage rises for 8,000 employes of RCA's Camden, N. J. plant, thus averting a strike. The new contract provided increase of 17½ cents per hour, a 2 cent per hour retroactive benefit based on a case which had been pending before the now defunct War Labor Board, and six paid holidays.

FCC Actions

(*Continued from page 95*)

1400 kc

D. O. Kinnie, Visalia, Calif.—CP for a new station 1400 kc 250 w unlimited.

Redwood Bcstg. Co. Inc., Eureka, Calif.—CP for a new metropolitan FM station to be operated on frequency to be selected by Chief Engineer of FCC.

Applications tendered for filing:

1050 kc

Tri-Suburban Broadcasting Corporation, Silver Spring, Md.—CP for a new station 1050 kc 1 kw daytime.

1050 kc

Lee Bcstg. Corp., Sanford, N. C.—CP for a new station 1050 kc 1 kw daytime.

1450 kc

Ross & Co., a partnership consisting of Edmund Key III, Emerson H. Lee, Clark Ross Jr., and John Morton Taylor, Marshall, Tex.—CP for a new station 1450 kc 250 w unlimited.

1450 kc

Redege Bcstg. Co., Hendersonville, N. C.—CP for a new station 1450 kc 250 w unlimited.

WMLT Dublin, Ga.—Voluntary assignment of license to George T. Morris tr/as Dublin Broadcasting Company.

1340 kc

Edward J. Jansen and Jessica L. Longston, d/b as Livingston Broadcasters, Livingston, Mont.—CP for a new station 1340 kc 250 w unlimited.

FEBRUARY 14

Monroe Bcstg. Co. Inc., Rochester, N. Y.—CP for a new metropolitan FM station to be operated on frequency to be assigned by FCC.

WKST Inc., New Castle, Pa.—CP for a new metropolitan FM station to be operated on frequency to be assigned in 100 mc band and coverage 10,220 square miles.

Tribune Printing Co., Beaver Falls, Pa.—CP for a new community FM station to be operated on frequency and coverage to be determined. Amended to specify frequency as Channel 285, 104.9 megacycles, transmitter site and type of transmitter.

WGBS Miami, Fla.—CP to increase from 10 to 50 kw, install new transmitter and directional antenna for day and night use, and change transmitter location. Amended to install new transmitter.

Unity Bcstg. Corp. of Tennessee, Chattanooga, Tenn.—CP for a new community FM station to be operated on frequency to be assigned by Chief Engineer of FCC. Amended to change class of station from community to metropolitan.

M. H. White and H. R. Wiecking, d/b as Winona Radio Service, Winona, Minn.—CP for a new rural FM station to be operated on frequency to be assigned in 100 mc band, and coverage of 12,850 square miles.

KLCN Blytheville, Ark.—CP to change from 900 to 570 kc, change hours of operation from daytime to unlimited, using power of 1 kw day and 500 w night, install directional antenna for night use and change transmitter site.

KASA Elk City, Okla.—Transfer of control of licensee corporation from Hoyt Houck and Walter G. Russell to Lonnie J. Preston.

KTNM Tucumcari, N. M.—Voluntary assignment of license to Hoyt Houck, Robert D. Houck and Walter G. Russell, d/b as Tucumcari Bcstg. Co.

1230 kc

Copper City Radio Co. Inc., Butte, Mont.—CP for a new station 1230 kc 250 w unlimited.

1340 kc

Yellowstone Amusement Co., Livingston, Mont.— CP for a new station 1340 kc 250 w unlimited.

WAILES TAKES POST FOR FORT INDUSTRY

LEE B. WAILES, who resigned a fortnight ago as manager of Westinghouse Radio Stations Inc., has been named assistant general manager of the Fort Industry Co. stations and will assume his new duties, probably headquartering in Washington, about March 15. The appointment was confirmed to BROADCASTING last Thursday by George B. Storer, president of Fort Industry, by telephone from Miami.

Mr. Wailes will fill a newly created post, Mr. Storer said. He will become a factor in the executive organization recently created in Washington by Mr. Storer to supervise overall operations of Fort Industry properties, as well as the handling of FM and television expansion plans. Stations in the group are WSPD Toledo; WWVA Wheeling; WMMN Fairmont, W. Va.; WLOK Lima, O.; WHIZ Zanesville, O.; WAGA Atlanta; WGBS Miami.

Mr. Wailes is meeting in Florida this week with Mr. Storer and J. Harold Ryan, Fort Industry vice president and treasurer, and former president of the NAB. They will discuss operating and organization plans, preparatory to Mr. Wailes' assumption of his new duties. Mr. Wailes was succeeded at Westinghouse by J. B. (Steve) Conley, former manager of KEX Portland, Ore. [BROADCASTING, Feb. 4].

Mr. Wailes had headed WRS since June 1940. Previously he had been with NBC, having joined the network in 1931 as a statistician. He was born in Memphis on June 11, 1905. After five years in the NBC Research Dept., he joined the managed stations department and became its manager in 1939.

Engineering Meets Resume in March

AFTER a lapse of three years, the Broadcast Engineering Conference will resume annual meetings at Ohio State U., with 1946 session to be held on the university campus March 18-23 under joint sponsorship of Ohio State U. and U. of Illinois. Future meetings will alternate between Columbus and Urbana, Ill. NAB and Institute of Radio Engineers cooperate in the conference.

Developments since 1942 and their effect on broadcast operations will be emphasized, with FM and television to receive attention. New products of manufacturers will be on exhibition.

First Session

Opening program at 9 a.m. March 18 will present a review of war contributions to broadcasting, with A. B. Chamberlain, CBS chief engineer, as speaker. A symposium will be directed by A. J. Ebel, chief engineer, U. of Illinois Radio Service. In the afternoon the conference will consider design of broadcast studios with irregular boundary surfaces.

On the March 19 schedule is a morning session on antenna patterns and the antennalyzer, with George H. Brown, RCA research engineer, as speaker. A symposium will be held on recording techniques, directed by Lynne Smeby, associate director, Operational Research Staff, Office of the Chief Signal Officer, War Dept. In the afternoon E. J. Content, WOR New York, will discuss general broadcast acoustical problems.

Third day will open with a symposium on VHF antenna and coupling circuits. Chairman will be E. C. Jordan, Dept. of Electrical Engineering, U. of Illinois. Second morning symposium, with Robert E. Shelby, NBC, as chairman, will cover television station operation. Afternoon will be devoted to radio relays for FM and television.

Fourth day will open with a stratovision talk by Ralph Harmon, Westinghouse Electric Corp., and representatives of Glenn L. Martin Aircraft Co. Roundtable is planned

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after that, with A. D. Ring, consulting engineer, as chairman, aided by John Willoughby, FCC assistant chief engineer for broadcasting, and station engineers. In the afternoon H. I. Romnes and W. E. Bloecker, AT&T, will discuss interconnecting facilities for FM and television. An evening banquet is slated.

Fifth day will start with discussion of high-power VHF tubes by W. W. Salisbury, Collins Radio Co. Phillip B. Laeser, Milwaukee Journal Co., will conduct a symposium on FM operating problems. Afternoon will be devoted to symposium on FM monitors. Participating will be R. C. Higgy, director, WOSU, Ohio State U., chairman; D. B. Sinclair, General Radio Co.; Frank Gunther, Radio Engineering Labs.; H. R. Summerhayes Jr., General Electric Co.

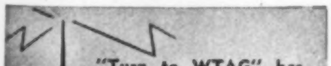
Final day will include symposium on FM modulation methods conducted by W. L. Everitt, head, Dept. of Electrical Engineering, U. of Illinois, who is director of the engineering conference. Final symposium will cover field experiences in VHF, with Raymond M. Wilmotte, consulting engineer as chairman.

STRIKES THREATEN TELEPHONE TIE-UP

LABOR'S HAND last week was toying again with the plugs of the U. S. telephone system. In Memphis this week a little group of men will decide whether to jerk the plugs.

Representatives of the independent National Federation of Telephone Workers and its affiliates are to gather today in Memphis for a strategy meeting. Their objective: A $2 per day wage increase. Their tactics: Strikes.

In New York, spokesmen for the Western Electric Employes Assn., an NFTW affiliate which has been on strike for more than a month against 21 WE plants in New York and northern New Jersey, predicted that 75,000 telephone workers would walk out immediately if the strike was called.


"Turn to WTAG" has become a by-word in Central New England homes. And no wonder. WTAG has an audience nearly twice that of all other stations heard in the area, combined.

WTAG
WORCESTER

SATISFIED SPONSOR is Miles Labs., judging by smiles of Frank Clancy (l), vice president in charge of Miles California Co., Los Angeles, and Lee Coburn, Miles Labs. public relations director from Elkhart, Ind.

Committee Will Study General Policies of CAB

ROBERT F. ELDER, assistant to the president of Lever Bros. Co., Thomas D. A. Brophy, president of Kenyon & Eckhardt, and Edgar Kobak, MBS president, have been appointed as an advertiser-agency-broadcaster committee to make a thorough and objective study of the objectives and technical and administrative policies of the Cooperative Analysis of Broadcasting. Named by Bernard C. Duffy, BBDO vice president and general manager, who is CAB board chairman, the committee includes advertiser and agency men who are not on the CAB board, to insure an objective viewpoint. No deadline was set for the completion of the study, but the committee is expected to make periodic progress reports to the board.

Sidelights at NARBA Conference

(*See story on page 17*)

DELEGATES to NARBA meeting saw variety of weather last week, starting with heavy snow Feb. 10, switching to 63-degree temperatures Thursday morning. During tour of Mt. Vernon as guests of major networks Feb. 10, cars in which delegates traveled became stuck in snow-covered highway. Delegates piled out and pushed. Commented Dr. Luis Machado, Cuba's versatile "strong man" and international attorney of Cuban State Dept.: "Pushing a taxicab in the snow was a new experience for me." Cubans and Mexicans enjoyed snowfall.

* * *

WHEN DELEGATES arrived at Mt. Vernon, State Dept. mobile unit was cutting record for George Washington anniversary broadcasts to world. Tributes were paid U. S. first President by Sr. Carlos Maristany, chairman of Cuban delegates; Dr. F. H. Soward, chairman of Canadians, and Sr. Lazaro Barajas of Mexico. FCC Commissioner E. K. Jett, NARBA Conference chairman and head of U. S. delegation, presented speakers. State Dept. plans to beam recording to all parts of world on Washinton's birthday.

* * *

IN SIDELIGHTS last week BROADCASTING mentioned Canadian delegates as part of United Kingdom party. Comes now Dr. F. H. Soward, head of Canadian delegation, with correction. Canada is not represented at NARBA as part of British Empire; rather as a separate entity and as a signatory to NARBA.

* * *

CHAIRMAN E. K. Jett of U. S. delegation and chairman of Conference won plaudits at Technical subcommittee meeting Wednesday when he proposed that U. S., Canada, Mexico and Cuba establish a fulltime engineering committee— one outstanding engineer from each country— to study and resolve future interference problems. His proposal in hypothetical form: Suppose a Cuban station interferes with one in Mexico. Engineers from Cuba and Mexico would go to Cuba, make measurements and determine whether offending station is within NARBA. In event of disagreement, either a third engineer from U. S. or Canada or full committee would study measurements, make decisions. His plan met with approval of all delegates. He proposes to have Conference write in the engineering committee in interim agreement.

* * *

ABC in cooperation with CMQ Havana and Philco Corp. planning to stage FM demonstration in Havana when Inter-American Assn. of Broadcasting Stations convenes sometime in May. CMQ has FM transmitter on order with promise for early delivery. Philco promises 50-100 sets (to retail at about $50 each) for the demonstration. U. S. industry members willing to help Cuba get FM started, think FM might go long way toward solving Cuba's problems.

* * *

WIT of NARBA conferees is Alan D. Hodgson, delegate from the Bahamas. At every informal gathering the sparsely thatched redhaired delegate comes up with good stories. During meetings he's serious-minded.

* * *

SPANISH was dropped almost entirely at last week's subcommittee meetings, with interpreters standing by. Reason: All of the delegates understand English, although Latins conversed in their native tongues between themselves.

* * *

KUDOS to K. Neal McNaughten of FCC, Conference secretary, and his able assistant, Miss Frances W. Simpson of State Dept. Telecommunications Division. They're handling hundreds of printed words daily in official records—see that all delegates get copies of documents and otherwise serve as all-around information center for visitors.

* * *

INDICATIONS that the FCC isn't overlooking the possibility of high-powered clear channel stations at some future date was seen last week when contour maps of various Class I-A U. S. channels (on which Cuba wants to operate special Class II stations) prepared for the Technical Committee, contained service areas up to 1,000 kw. Chairman Paul A. Porter and Commissioner E. K. Jett have predicted that broadcasting of the future might well embrace FM stations for urban areas, replacing local and regional outlets—"superpower" clear channel stations for rural coverage.

Flamm Buys La Salle

DONALD FLAMM, chairman of the board of WPAT Paterson, N. J., and co-owner of Belasco Theatre in New York, will take title Feb. 18 to The LaSalle, apartment hotel on Connecticut Ave. in Washington (opposite Mayflower Hotel). The LaSalle contains a combination of apartments, hotel rooms office space and a department store unit. Several television companies are said to be making offers for space. This is Mr. Flamm's first venture in Washington real estate.

WWSW

PITTSBURGH'S FIRST station in public service features.
★
PITTSBURGH'S FIRST station in complete sports coverage.
★
PITTSBURGH'S FIRST station in total sponsored time.
★
PITTSBURGH'S ONLY station offering 24-hour service.

WWSW, INC.
PITTSBURGH, PA.

Represented by
Forjoe and Company

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Announcer—Experienced on control board; remotes; interviews; dependable; licensed men paid higher rate. Great Lakes Area. Box 805, BROADCASTING.

Salesman—Middlewest station. Send full history, description, photograph. Experienced men only. Box 806, BROADCASTING.

Technician—Local station in middlewest. Non-union, but pay union scale or better. Box 807, BROADCASTING.

Good announcer. Top pay for man who can do top quality announcing. Must be good with news and wax and able to sell copy on the air. No controls. Just good 5 kw announcing. Box 850, BROADCASTING.

Wanted—Chief engineer for local station. 250 w now but 3 kw FM soon. Two years station experience desired. Station in northern New York. Please send experience, references and salary demands to Box 853, BROADCASTING.

A salesman to work in progressive 250 w basic network New England station. Must be experienced radio time salesman of at least 2 years. Salary to start $60.00. Write complete history and background. Box 856, BROADCASTING.

Manager, small eastern independent station; able to dominate in community activities as well as secure maximum efficiency from personnel. Box 857, BROADCASTING.

Southern major-market station, network affiliated, regional, has opening for a good salesman. Excellent working conditions, good salary. Permanent job. Write full details to Mr. Henry P. Johnston, WSGN, Birmingham, Ala.

Wanted—First class operator for daytime station. $35.00 week for 40 hours, time and one half time for overtime. Don't apply if you don't want something permanent. Single man preferred. Radio Station WHNC, Henderson, N. C.

Transmitter engineer wanted. First class license and car required. Starting salary 40.00 dollars, forty hours and some overtime. Send details. Frank Harr, Chief Engineer, WORD, Spartanburg, S. C.

Want program director-announcer who has what it takes. Can also use another real announcer who can sell himself and product advertised on the air. No drifters, but sober, selling men required. Must have plenty of experience. Apply by letter or wire Station WOLS, Florence, S. C.

Situations Wanted

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Ex-Red Cross girl desires permanent position with small, progressive station east coast, educational and children's programs; writing; production; public relations. 3 years small station experience. Box 812, BROADCASTING.

Combination, announcer-engineer, 1st class license. Prefer straight announcing . . . good background news, sports and general. Have announced on major and minor networks. Want permanent position, good salary. Box 827, BROADCASTING.

WANTED

First class engineer. *Immediately.* Convenient small southern town. Good working conditions. **WFEB, Sylacauga, Alabama.** If interested phone 160, Sylacauga collect.

Situations Wanted (Cont'd)

Navy veteran—Young, married. Three years experience network station announcing, news, script writing. Available March. Box 828, BROADCASTING.

Sports announcer—Sportscasts, play-by-play baseball, basketball, football, boxing; also general staff announcing and production; one year pre-war experience; 4½ years honorable Army service (EM and Officer), Army sports promotion and entertainment, college graduate, 28. Box 829, BROADCASTING.

Announcer—program director—Recently discharged Army captain, 29, eight years radio, 50 kw experience wants position. Prefers small city. Salary secondary. Box 830, BROADCASTING.

Program director, announcer, salesman and production man. Been with present employer five years. Desire change—permanent only. Will go anywhere. Ten years experience. Box 839, BROADCASTING.

Hammond organist. Five years radio experience. Lady with real ability in handling all house-wife programs. Transcription available. Box 840, BROADCASTING.

News editor of NBC past 2¼ years. Six years smaller stations. Write, announce news. 25, married. Box 851, BROADCASTING.

Available immediately. Former chief engineer, ex-chief radio technician 1st class radio telephone. Prefer location in middlewest. Some television and FM experience. Box 852, BROADCASTING.

Engineer—Transmitter and or studio. Capable and experienced. First class license. Available immediately. Box 855, BROADCASTING.

Experienced newscaster-announcer—now employed several years as chief-announcer, same station, same sponsors. Want larger market A1 station. Proven performance, dependability, and exceptional survey rating. Married. Full details, transcription, and picture. No two-fifties please. Box 858, BROADCASTING.

Top sports announcer available. 10 years experience. Now employed by major New York City station. Worked major league baseball last season. Also fully experienced in handling football, basketball, track, hockey. Reasonable salary. Full details and transcription on request. Box 859, BROADCASTING.

Engineer—33, first ticket, married, two years college. 50 kw experience. Desires change. Box 861, BROADCASTING.

Announcer-program director-disc jockey. Last with AFRS in China. Four years civilian experience. Available April first. Desire west coast or middle west. Box 862, BROADCASTING.

Navy veteran desires position as radio announcer. Age 24, single. Attended New York Institute of Music and Art for course in announcing and general mike technique. Experience: script writer and newscaster with AFRS, WXLK, Amchitka, Alaska. Auditions passed successfully: NBC, ABC, WGAR, Cleveland, WCNW, New York, WNHC, New Haven. Location no objective. Box 864, BROADCASTING.

Good pool and good radio writing have this in common: cleverly controlled English. Our continuity proves we've got plenty on the ball; (our pool's lousy). References, samples, pictures. Box 866, BROADCASTING.

Station manager considering change. Now managing network affiliate with over $100.000 gross billing annually. Well rounded experience in commercial and technical phases. Box 868, BROADCASTING.

Veteran—Age 28, married. 4½ years as maintenance chief for "Army Airways Communications System"—CREF man—1st class radio telephone license. Desire chief engineers position with station in south or southwest. Box 869, BROADCASTING.

Announcer-producer. 5 years radio experience, including AFRS overseas. Have worked from the ground up. Experience includes news, production, announcing. Desire permanent connection. Box 870, BROADCASTING.

Engineer-announcer. 1st class license. 8 years chief engineer. Prefer Florida or Gulf Coast. $60.00 for 48 hour week. Box 871, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, newscaster and actor. Write, edit news. Specialty commercials. Five years experience. Excellent—NBC (NY) audition. Veteran, 30, family man, college grad. All offers considered. Transcription, photo available. Bernard Dilson, 400 Cornelia St., Ridgewood 27, N. Y.

Sports announcer—8 years experience, play by play, basketball, baseball, football, special events, ad lib. 3 years announcing for AAF. Age 34, married. Lew Lowry, 6241 North Winthrop Ave., Chicago 40, Illinois.

The originator of frontline network "feeder" station (Anzio Beachhead) [BROADCASTING, May 1, 1944] seeks news and special events job. Newspaperman 5 years, 2 years sports, music announcing. Written scripts for NBC's Army Hour. Pleasing voice from concert, radio singing-training. Wire recording, combat FM projects overseas. Good appearance for television. Wants foot in radio's backdoor. Prefer midwest. College graduate, AB English. Single, 27, ex-Infantry GI-Major with 4½ years service. Contact Jim Holmlund, Bangor, Wisconsin.

No artist—Just efficient, conscientious worker, proven ability. Veteran, 23. Army Public Relations (Army Hours, etc.). Civilian; announcing, programming, 3rd phone. Prefer small-medium station, college town. Available March 10th. Sgt. Carl J. Hall, P. O. Box 281, Venice, Fla.

Announcer with three years experience looking for position with opportunities. Combination man. Talented in news and commercial voice. Experience in extemperaneous shows. Young and ambitious. Graduate of Beck School for Radio. Hold third class ticket. Gene Letts, 2235 6th St., Berkeley, Calif.

Producer-announcer. Broad program experience four years. Three years entertainment director Army Special Service including radio work. Excellent recommendations; initiative; sincerity. Discharge in February. Age 24. Don Whitman, 12741 Birwood, Detroit.

Engineer, 1st class, 28 years, single, 24 years experience, specializes repair and installation of broadcast station equipment, also as chief engineer several net stations. W. V. Rockefeller, Wood River, Nebraska.

Three years entertaining with own show as part of Armed Forces. Master Ceremonies total eight years. Some radio experience in service. Good at ad libbing, audience participation. Prefer small station in southeastern states. Contact Howard "Buddy" Blake, 5110 Richard Avenue, Baltimore 14, Maryland.

Young man, veteran, varied experience in films, stage, radio desires position on small out-of-town station. Can write, act, direct, announce, do sales promotion. Harold A. Flender, 50 East 191st St., Bronx 58, New York, Ra 9-4941.

Taxes—Certified Public Accountant, specializing in tax returns. Will oblige at your convenience. S. Cohen, Wisconsin 7-4056, 1441 Broadway, 19th Floor.

Veteran, 22, three years service, two years as writer, director, actor and editor both stage and radio in Army. Prefer writing. Ambitious, eager with ideas. Work in California. Your offer? Dalton E. Nelson, 1023 Walnut, Grand Forks, North Dakota.

STATION MANAGER

Experienced in all phases of station operations. Have produced many well known high rated network shows. Have sold time. Well known among New York and Chicago agencies and stations. Have pioneered in FM sales and operation. Stable, aggressive.

BOX 873, BROADCASTING

Situations Wanted (Cont'd)

First class technicians available, some experienced in broadcasting. This is the former Midland Radio School with same management. Jerry Taylor president. Training period is one year and improved through our experience training 23,000 enlisted personnel. Our graduates can prove their value. Contact C. L. Foster, Central Radio School, 1644 Wyandotte, Kansas City, Mo.

Young man with background in television production and programming seeks television post with advertising agency. Jack Chronic, 64 Chatterton Parkway, White Plains, New York.

Program director, Navy Lieut., available immediately. Eight years background. Married. Knows all nets, news net services. Submit complete advance asked for new station. Frank Shaffer, 1218 Haywood, Farrell, Pa.

Veteran—Now employed, desires position 5 to 50 kw station, publicity, promotion, news editing, eleven years radio newspaper experience. Box 872, BROADCASTING.

Sales—Ex-Navy man—30, married. 5 years radio experience on commercial shows. Would like connection with station or agency selling time or talent. Robert J. Krumenacher, RR #2, Barrington, Ill.

Ambitious announcer—Wants opportunity. Ex-Naval officer. Grade A in audition by NBC. Transcription on request. Milton Wolken, 1336 S. Sawyer Ave., Chicago 23, Ill.

Experienced program director-announcer. Veteran. 8 years network and independent N. Y. station. 15 years overall music, dramatic—writing, directing, producing. Accomplished pianist and organist. 2 years directing Navy choirs, producing broadcasts. Arthur Borgesen, 703 Coney Island Ave., Brooklyn 18, N. Y.

Salesman—Here is a man that will be an asset to your staff. Pleasing personality, excellent background. Can also handle promotion. Married. Stable. William H. Underwood, 3228 76th St., Jackson Heights, L. I., N. Y., Havemeyer 4-9262.

For Sale

Majority interest in Florida station. Will deal only with principals. Give financial references. Box 765, BROADCASTING.

For Sale—A large interest in midwest 250 watt network affiliate, large metropolitan market. Excellent gross figures and audience ratings make this an exceptional investment. Cash buyers only. Box 809, BROADCASTING.

For sale—New, not used, excellent condition, one General Electric Co., RM transmitter, 1 kw power, consisting of a 4GF1B1 250 w exciter with two sets of tubes and a model 4AF1A2 1 kw amplifier with two sets of tubes (4 type GL833A and 8 type GL872A) plus two crystal thermo cells (4766.667 kc). Also a G.E. Co. FM station monitor catalog 6933906. FOB, St. Louis, Mo. storage, as is, no guarantee. Will be sold at reasonable price. Inquire Box 826, BROADCASTING.

For sale—3 sets G. E. type L-71 Mercury Vapor lighting fixtures suitable for use in Television Studio. Write Box 867, BROADCASTING.

One 700-A for DC-operation Western Electric Oscillator, $100.00. One D-16 turntable $195.00 never used. Courier, Box 1928 or Phone 4-4722, Birmingham, Ala.

ACCREDITED • FACTUAL
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WASHINGTON RADIO NEWS COVERAGE

Available Your Station

Direct line or transcription

Fully accredited

Newscasts tailored to station or sponsor requirements

Box 863, BROADCASTING

NBC Revitalizing Chicago Programs

Menser Says Network Planning To Shift Many Programs

CHICAGO'S ailing program production industry was promised a shot in the arm last week by Clarence L. Menser, NBC'S vice president in charge of programs.

Mr. Menser

The NBC executive, admitting that Chicago's importance as a program production center had declined recently, said that NBC was undertaking a Chicago revitalization "to take full advantage of the excellent studio facilities and the competent staff in our Chicago offices."

Talent Budget

First step in the NBC plan is the budgeting of $100,000 in 1946 for talent development. A "considerable" proportion of that fund will be allocated to Chicago, Mr. Menser said. The fund will be distributed among NBC managed and owned stations and will be used solely for development of radio talent of all types.

Among shows which will be shifted to Chicago for production is *The World's Great Novels*, now originating from New York, Fridays 11:30-12 p.m. *Easy Money*, a dramatization of swindling cases, was broadcast three times during last January from Chicago and then dropped. It will be restored. Nelson Olmstead, who left NBC in 1940 to join the service, will begin a new show emanating from Chicago soon. Format is not complete.

Swayze Succeeds Alvin

JOE ALVIN, for a year and a half NBC Western Division director of news and special events, resigned that post Feb. 15. He previously had been with the network Hollywood press department for nearly 10 years. John Cameron Swayze, for five years with the news staff of KMBC Kansas City, has been appointed successor to Mr. Alvin. Before his KMBC post, Mr. Swayze for 10 years had been feature editor of *Kansas City Journal Post*.

Wanted to Buy

Veterans desire 250 or 1000 watt broadcast transmitter and studio equipment. Box 795, BROADCASTING.

Cash for good used console for small 250 watt operation. Also, similiar equipment. Box 854, BROADCASTING.

Wanted—GR-516 C bridge. Box 860, BROADCASTING.

Transmitter 1000 watts; control room and studio equipment. Airmail description and price to MacKay, 1610 N. W. 8th Terrace, Miami, Florida.

Wanted—RCA 46-B Mixer, any condition. Premier Radio Enterprises, Inc., 3033 Locust St., St. Louis 3, Mo.

Miscellaneous

Gags! Comedy! Free catalog. Box 616, BROADCASTING.

TINY WIRING CIRCUITS DESCRIBED

Miniature Sets May Give Reception Equal to a Table Model's

INCREDIBLY small wiring circuits for radio equipment, developed during the war, will make possible all types of miniature electronic instruments, according to the U. S. Bureau of Standards. Details of the process were disclosed by Dr. Cledo Brunetti, of the Bureau, at a midwestern IRE meeting at Marquette U.

Tiny radio receivers giving reception equal to that now provided by table model sets would be possible. The receivers would be no larger than a cigarette package. Tubes for the circuit have been developed and a special loudspeaker has been designed. Miniature battery or house current could supply power.

The circuit is printed on a ceramic plate, avoiding all the complicated wiring usually found in radio equipment. It was first used for the proximity fuse, which was a miniature radar set causing a shell to explode when it approached a target.

Explaining the printing process, Dr. Brunetti said:

"On a ceramic plate is laid a silk mask with a pattern cut in it. Over this mask is drawn a plastic bar, like the rollers of a printing press, with a thick paste of dissolved silver. The impression left on the plate is like the wiring of the circuit, only instead of copper wires we have silver lines.

"Next another mask is placed over the plate and sprayed with a carbon solution. When the mask is removed there are all of the resistors assembled in a circuit. Thin condensers are attached to the circuit and the wiring is completed."

Dr. Cledo Brunetti and his new wiring circuits: (r) circuit stenciled in silver ink; center, carbon stenciled over silver; (l) completed circuit.

Denny

(*Continued from page 16*)

mittee, frequently coming into sharp conflict with Committee counsel Eugene Gary and Rep. Eugene Cox (D-Ga.), chairman. Threats by Rep. Cox to have him ejected from the hearings left him undismayed. He fought back fearlessly and vigorously.

As general counsel he supervised the work of some 60 attorneys in the law Dept., conducted a score of important radio and other communication investigations and hearings, and served as head of the Law Committee of the Board of War Communications. He represented the Commission in hearings in 1942 on the Sanders bill to revise the Communications Act and directed the FCC presentation at hearings in 1943 on the White-Wheeler bill to revise the Act.

In 1944 he was given the assignment of preparing and handling the important Commission hearings on postwar radio frequency allocations, proceedings which required 25 days of testimony by 231 witnesses on technical phases of radio.

On March 30, 1945, Mr. Denny was sworn in as a Commissioner. He was just 12 days short of 33 and the youngest man ever appointed to the post. He succeeded to the commissionership vacated by the retirement of T. A. M. Craven. Mr. Denny's term expires June 30, 1951.

Mr. Denny is married to the former Elizabeth Woolsey of New York. The Dennys have two daughters and live in northwest Washington.

WANTED

● **Radio Station Representative for national and regional sales. Should have actual experience as station representative or had national sales background. Salary. Excellent opportunity. Send details first letter. Photo should accompany. P. O. Box 2209, Station B, San Francisco, Cal.**

HELP WANTED

Regional network salesman for west coast operation. Must have experience in selling either clear channel stations or regional network. Should have marketing and merchandising knowledge. Unlimited opportunity for man with proper sales knowhow. **P. O. Box 2209, Station B, San Francisco, Cal.**

Ad Councilmen Hear U. S. Officials

MEDIA, advertiser and agency representatives met last week in Washington at the office of Director John W. Snyder, Office of War Mobilization and Reconversion, to hear the story of what problems Uncle Sam faces and what can be done about them.

As members of the Advertising Council, the advertising-media men heard talks by a number of key Government officials. In turn they recited their efforts on behalf of the U. S. agencies and from the two sessions, held Tuesday and Wednesday, came a better understanding of pressing issues of the day, according to some of those who participated.

Among those who addressed the meetings were Mr. Snyder; Fred M. Vinson, Secretary of the Treasury; Wilson Wyatt, National Housing Administrator; Clinton Anderson, Secretary of Agriculture; Herbert Lehman, Director General of UNRRA; General Omar N. Bradley, Veterans Administrator; Jeff Baker, Office of Price Administration. Those taking part were guests at a reception given by Eugene Meyer, publisher of *The Washington Post*.

Attending the meetings were:

James W. Young, J. Walter Thompson Co.; A. O. Buckingham, Cluett, Peabody & Co.; Frederic R. Gamble, American Assn. of Adv. Agencies; L. T. Kittinger, Shell Oil Co.; Stuart Peabody, Borden Co.; Warner S. Shelly, N. W. Ayer & Son; Paul B. West, Assn. of National Advertisers; Chester J. LaRoche, LaRoche & Ellis; John C. Sterling, This Week Magazine; Frank Braucher, Periodical Publishers Assn.; E. C. Donnelly Jr., John Donnelly & Sons; Kolin Hager, WGY; Buell W. Hudson, Woonsocket Call; Frank Mullen, NBC; William Reydel, Newell-Emmett Co.; Harold B. Thomas, Pedlar & Ryan; Albert E. Winger, Crowell-Collier Publishing Co.; T. S. Repplier, Advertising Council; Allen L. Billingsley, Fuller & Smith & Ross.

Fred Bohen, Meredith Publishing Co.; Charles C. Carr, Aluminum Co. of America; Fred Healy, Curtis Publishing Co.; Earl Gammons, CBS; Robert Swezey, MBS; Robert Saudek, ABC; Roy E. Larsen, Time; Charles McDonough, Combustion Engineering Co.; John E. Smith, McCall's Magazine; Carleton Healy, Hiram Walker; Justin Miller, NAB; Mark Seelen, Outdoor Advertising; Roy D. Moore, Brush-Moore Newspapers; Thomas Young, U. S. Rubber Co.; Rowan D. Spraker, The Freeman's Journal Co.; Frederick L. Wertz, Window Advertising; Eugene Meyer, Washington Post; Evans Clark, Twentieth Century Fund; Philip J. Kelly, Calvert Distillers Corp.; Herman Hettinger, Crowell-Collier Publishing Co.; Douglas Meldrum, Advertising Council; Hector Perrier, Advertising Council; Irwin Robinson, Advertising Council; George Ludlam, Advertising Council; Allan M. Wilson, Advertising Council.

HELP WANTED

Experienced salesman—regional station, major market. Send proof of ability, full details, photo, first letter. P. O. Box 2209, Station B, San Francisco, Cal.

First D. C.-N. Y. Telecast 'Success'

"SUCCESSFUL" was the verdict of both telecasters and televiewers after last week's initial public video transmission between Washington and New York. NBC, CBS, Du Mont and AT&T combined forces for the telecast, presenting Lincoln Day ceremonies in the Capital.

Lincoln Day Ceremonies Are Relayed Via New Coaxial Cable

By MARY ZURHORST

TELECASTS and viewers alike termed the first public television transmission between Washington and New York a success last Tuesday noon as NBC, CBS, Du Mont and AT&T joined forces in telecasting Lincoln Day ceremonies in Washington.

Traveling over a 225-mile underground coaxial cable from Washington through Baltimore and Philadelphia to New York, the program was carried to New York video stations WNBT (NBC), and WABD (Du Mont). Approximate cost of laying the cable was estimated at $3,275,000. WCBW, CBS television station, cancelled the program, along with other CBS television operations in N. Y. because of the fuel emergency. For the same reason, CBS has also postponed indefinitely demonstration of ultra-high frequency color television to the trade and press.

Big Audience

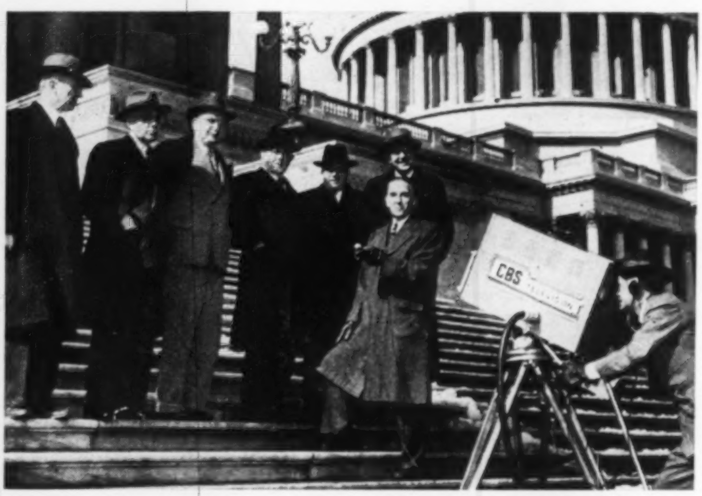
In Washington receivers were set up at the House Office Building, at NBC's WRC, at room 1032 in the Mayflower Hotel, the FCC, Du Mont offices, and one each in the Chesapeake & Potomac Telephone Co. and the Potomac Electric Power Co. Du Mont brought 16 video receivers from New York for Washington viewers. Du Mont's W3XWT also carried the program in Washington.

Close to 1,000 people were estimated to be at the video sets in Washington, many of them Government officials viewing the medium for the first time. Consensus among non-broadcasters gathered in the NBC viewing room was that television is surprisingly well developed, owing no apologies for newness of the art.

Pioneer Television Club of Washington invited members of the Student Council of Woodrow Wilson High School, and representatives of the school paper, *Woodrow Wilson Beacon*, to view the demonstration in DuMont's Washington offices, as part of a campaign to promote television for visual education in Washington schools.

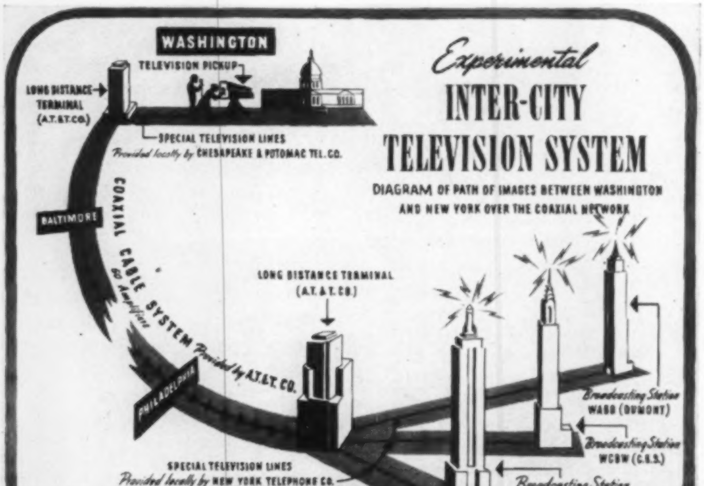
The program started at noon. Following a view of the Capitol dome, video cameras moved down to the building's steps to pick up CBS Commentator Bill Henry who interviewed FCC Chairman Paul Porter, Senators Kenneth McKellar (D-Tenn.), Burton K. Wheeler (D-Mont.), Wallace K. White Jr. (R-Me.), Rep. Clarence F. Lea (D-Cal.) and Speaker of the House Sam Rayburn (D-Tex.).

Calling the telecast a "very significant occasion," Chairman Porter pictured television as a great new industry. "There are more people that want to go into the business than we have frequencies available," he said.



Interviewed were (l to r) Rep. Lea, Sen. White, Sen. Wheeler, Sen. McKellar, Sen. Rayburn, Chairman Porter and Bill Henry (with mike). Cameraman is Marshall Diskin.

CBS technicians with monitoring equipment in the Capitol dome included (rear to front); Fred Reinhard, Jack Howerton, Arthur Nace and Harold Dorshug.



WASHINGTON
TELEVISION PICKUP
LONG DISTANCE TERMINAL (A.T.&T.CO.)
SPECIAL TELEVISION LINES Provided locally by CHESAPEAKE & POTOMAC TEL. CO.
Experimental
INTER-CITY
TELEVISION SYSTEM
DIAGRAM OF PATH OF IMAGES BETWEEN WASHINGTON AND NEW YORK OVER THE COAXIAL NETWORK
BALTIMORE
COAXIAL CABLE SYSTEM Provided by A.T.&T. CO.
60 Amplifiers
PHILADELPHIA
LONG DISTANCE TERMINAL (A.T.&T.CO.)
Broadcasting Station WABD (DUMONT)
Broadcasting Station WCBW (C.B.S.)
Broadcasting Station WNBT (N.B.C)
SPECIAL TELEVISION LINES Provided locally by NEW YORK TELEPHONE CO.
NEW YORK

Route of first D. C.-N. Y. coaxial telecast

"It is going to carry a reconversion load that is beyond the expectations of many of us who have been studying the problem," he said. He envisioned in communications, "including television and FM, some six billion dollars in capital expenditures and consumer goods within the next few years ..."

In referring to the number of frequencies available, he reiterated a thought he had expressed before, that "there has been great experimentation in higher frequencies and it is the Commission's view that a truly competitive nationwide system of television is going to have to go way upstairs around 400 and 500 mc."

Rep. Lea, chairman of the House Committee on Interstate Commerce and author of a bill to curb Petrillo practices in broadcasting, hailed television as a great contribution to the nation, making it possible "to see to the other side of the mountain, to the other side of the continent, to the other side of the world, and see our neighbors of the world."

Coaxials Explained

Sen. Wheeler, Chairman of the Senate Interstate Commerce Committee, said that "it is up to the Congress of the U. S. to see that there is no monopoly in television and that it is used for the benefit of the people . . ."

From the Capitol, the program switched to Washington Du Mont studios in the Hotel Harrington for an explanation, illustrated with charts, of coaxial cables and future television plans linking most of the major cities across the country. Curtis Plummer, chief of television section, broadcast division of FCC, handled the explanation.

At approximately 12:20 the scene shifted to the Lincoln Memorial for a description, audio and visual, of Gen. Eisenhower placing a wreath at the Lincoln statue.

The television images traveled over specially equipped telephone wires to the Washington terminal of the coaxial cable, thence to New York terminal in the Long Lines Building in New York and again on special wires to the New York stations, and also up to WRGB Schenectady via the GE high frequency radio relay link.

Television channel No. 5 was used on 77.25 mc. Sound was transmitted on 81.75 mc. According to Du Mont, the band width used was 2.7 mc. "In a test preceding the actual program," said Robert Hester, Du Mont operator in Washington, "WABD reported a very high quality picture was received. In fact, when telecast was switched from cable to studio in New York, there was no difference between the studio and the cable picture."

CBS handled the program originating at the Capitol building, with Roy Passman, WTOP producer-director, as director. Marshall Diskin was head cameraman. NBC took over at the Memorial. Jack Hartley, NBC's director of television features, was chief producer, assisted by Burke Crotty, Peter Barker, and Garry Simpson. Chief engineer for NBC's telecast was Harold See, who is in charge of all field pickups.

Staff for Du Mont in Washington included William Sayer, chief engineer; Morris Barton, assistant chief engineer; Robert Hester and James Harter, operators. AT&T did the main switching between CBS, NBC and Du Mont.

TEMPERS FLAME AT FLAMM SUIT

Attorney Cited for Contempt; Pressure Charged In Sale of WMCA to Edward J. Noble

HEATED exchanges between Judge Denis Cohalan of the New York Supreme Court and Philip Handelman, counsel for Donald Flamm, marked last week's sessions of Mr. Flamm's $2,925,000 damage suit against Edward J. Noble, chairman of the board of ABC. Following persistent effort to inject statement in record after denial of request to have a document marked for identification, Mr. Handelman was ordered to show cause why he should not be cited for contempt of Court.

Mr. Flamm, former owner of WMCA New York, told the Court he had been "scared" when he signed a contract to sell the station to Mr. Noble in 1940. He testified that William J. Dempsey and William C. Koplovitz, Mr. Noble's Washington attorneys, told him they could wrest the wavelength of WMCA from him if he refused to sell the station.

"They said, 'we've had assurances we can take it away from you,'" he testified.

'Fisticuffs' Charged

During negotiations which led to his sale of the station, arguments became so heated at one point, he said, that "Mr. Dempsey and I engaged in fisticuffs." The "fisticuffs," he said, occurred at Mr. Noble's Waldorf Towers apartment on Dec. 2.

When Mr. Flamm and Mr. Dempsey began slugging it out, according to Mr. Flamm, Mr. Noble jumped between us and said, "If this weren't my apartment, I'd finish the job myself."

After further assurances by Dempsey and Koplovitz that he stood to lose his wavelength if he refused to sell WMCA, Mr. Flamm said, he signed a sale contract on Dec. 2, 1940.

"When you signed the contract, were you scared?" asked Mr. Handelman.

"Yes," said Mr. Flamm.

"And on Jan. 17 (1941) when the deal was closed, were you scared?" asked Mr. Handelman.

"Yes," said Mr. Flamm.

Earlier in the trial, Mr. Handelman sought unsuccessfully to include Thomas Corcoran, Washington mystery man during the Roosevelt administration, as a co-conspirator in the case.

Mr. Handelman, at week's end, had made half a dozen motions for a mistrial, at least two of them on the grounds that Judge Cohalan's remarks and attitude were "prejudicial to the plaintiff's case in the eyes of the jury."

TWO EDUCATIONAL STATIONS GET CP'S

CONSTRUCTION permits for two noncommercial educational stations, links in a proposed statewide educational FM network, were granted by the FCC last Thursday to the State of Wisconsin Radio Council.

The stations are to be located at Madison and Delafield, with main studios for both facilities to be established on the U. of Wisconsin campus. The stations were authorized power of 3 kw and 10 kw, special emission for FM. Frequencies are to be assigned later.

The network will eventually include seven FM stations to provide day and night coverage throughout the state. Funds for the first two stations have been appropriated by the legislature [BROADCASTING, Oct. 29].

Labor Unions Get Conditional Grants for Three FM Stations

THREE COMMERCIAL FM stations to be established by labor unions were authorized by the FCC last Thursday when conditional grants were issued to the United Auto Workers (CIO), Amalgamated Clothing Workers (CIO), and International Ladies Garment Workers (AFL) for facilities in Detroit, Rochester and Chattanooga, respectively.

The grants were the first to be made from 17 applications by various labor organizations planning stations. Previously, the Commission had designated 10 other applications to be heard with consolidated cases in New York, Chicago, Boston and Cleveland. Another ILGW application will be heard at Boston proceedings scheduled for March 11.

Six Planned by UAW

UAW has also applied for stations in Los Angeles, Chicago, Flint, Cleveland and Newark. The union authorized an expenditure of $400,000 toward its six proposed stations [BROADCASTING, Nov. 26] and estimated installation costs for its Detroit project at $110,000. The organization proposed to sell from 40% to 55% of the station's 18-hour broadcast schedule and expected monthly operating costs to be $6,700 and revenue $13,500. It planned to devote at least 25% of its time to educational programs.

Amalgamated proposed to spend $61,300 for its Rochester station and estimated monthly operating costs at $3,500. No estimate was made for income but a ratio of 40% commercial to 60% sustaining was planned to carry the project. Program plans included an interchange of transcribed public service features among its four projected stations. The union has other applications for New York, Chicago and Philadelphia.

ILGW has set aside $250,000 for its Chattanooga and proposed New York, Philadelphia and Boston stations [BROADCASTING, Oct. 15]. Another $200,000 would be borrowed to carry the enterprises until they are self-supporting. The union plans to sell only enough time to enable the stations to operate without subsidies and from that point on to broadcast only "social, cultural and spiritual programs." It plans to utilize talent available among its union membership and cites, in its application, success attained in a theatrical production some years ago entitled "Pins and Needles." The Chattanooga application was filed under the name of Unity Broadcasting Corp. of Tennessee.

Applications for FM stations have also been filed by National Maritime Union (CIO) and Peoples Radio Foundation Inc. (United Electrical, Radio & Machine Workers and International Fur & Leather Workers included among stockholders) for facilities in New York, and by Chicago Federation of Labor (WCFL) for Chicago.

'Guiding Light' Suit

ATTORNEYS for General Mills, sponsors of the *General Mills Hour* on NBC were conferring this week with attorneys for Emmons Carlson, plaintiff in a suit against Irna Phillips over rights to *Guiding Light*, lead off show on the *General Mills Hour*. Sam Gale, advertising director of General Mills, told BROADCASTING they had agreed to continue present contract with Carl Wester and Miss Phillips until sponsor's attorneys determine extent of sponsor's involvement in suit, which Illinois Supreme Court found in favor of Carlson as half-owner of *Guiding Light*.

BEST DEAL IN *Cleveland!*

The Cleveland Clambake Gets You 38% Of The Tune-In

This long established Monday thru Friday favorite dominates the air from 1:30 P.M. to 2:00 P.M., in Cleveland. It has from 30% to 225% more listeners than all other shows—local and network—in this period.

The Clambake has a greater share of the "sets in use" than that of any other non-network show, mornings and afternoons across the board in Cleveland.

Consult your Hooper for further facts concerning this and other stand-out performers, which prove that WJW has the best deal in Cleveland for spot buyers.

BASIC
ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

At Deadline...

POPULAR-PRICED VIDEO SETS TO BE PRODUCED FIRST

FIVE executives of television manufacturing companies gave accounts of their plans for teleset production before Thursday night meeting of American Television Society in New York.

All but one—Ernest Marx, general manager of Television Dept. of Allen B. DuMont Labs.—said their firms would concentrate first on "popular-priced" sets. DuMont will build sets for "discriminating" buyers. J. B. Elliot, vice president, RCA Victor, said company would first make table model sight-and-sound receiver retailing for about $200 for sale in 1946. He said RCA had developed new "bright picture" transmission line to connect receivers with antennas, with signal increase of 3 to 1.

Harry Boyd Brown, merchandising manager of Philco Radio Corp., reported Philco expects to market telesets by summer, ranging from $150 to $450. Philco is developing a large-screen receiver which screens a picture newspaper size with clarity.

Mr. Brown predicted 10 to 20 million telesets in U. S. homes "in time" and that advertisers would find medium useful beyond any now known. E. Patrick Toal, sales manager, instruments, General Electric Co., said firm believed public would pay $200 and $250 for telesets.

Phillip Gillig, national instrument manager, Emerson Radio Corp., said his company expected to turn out sets before end of summer in popular price field.

FCC CUT OPPOSED; WHITE HOUSE FUND SLASHED

ATTEMPTS of Sen. Kenneth D. McKellar (D-Tenn.), chairman of Senate Appropriations Committee, to cut FCC's 1947 fiscal year budget by $300,000 brought vigorous objections from Sen. Robert M. LaFollette (P-Wis.) on floor Friday. Senate delayed action until today. Sen. McKellar, declaring FCC proposed to spend in peacetime twice the amount spent in wartime, offered amendment to Appropriations Bill reducing Commission funds from $5,560,000 to $5,260,000.

Senate, however, killed hopes of adequate broadcast and press facilities in White House, voting down President Truman's request for $870,000 extension to executive offices. Appropriations Committee earlier had approved elimination of extension fund.

NEW KEYSTONE RATE CARD

ISSUANCE of Rate Card No. 54 was announced last week by Keystone Broadcasting System, as follows: (Class A time), one hour, $4,000; half-hour, $2,400; quarter-hour, $1,600; (Class B time), one hour, $3,400; half-hour, $2,040; quarter-hour, $1,360. Rates for five-minute periods are $800, for one minute, $400.

VIDEO SEEN AS ECONOMICAL

GEORGE L. MOSKOVICS, commercial manager of WCBW, N. Y. CBS video station, told Chicago Federated Advertising Club television "might develop a sales impact so powerful that, when measured in terms of results per dollar spent, it could prove to be the most economical medium available to sales."

MARCONI AWARDS AT WIRELESS DINNER

TWENTY-FIRST anniversary of Veteran Wireless Operators Assn. was to be celebrated at a "Radio Victory Dinner" last Saturday night at Hotel Astor, New York. Featured at dinner was to be presentation of awards as follows:

Marconi Memorial Service Award Plaques to Institute of Radio Engineers and American Radio Relay League for "magnificent contributions" to prosecution of war; Marconi Memorial Medal of Valor to former Air Corps Sgt. Forrest Vosler, radio operator WSYR Syracuse; Marconi Memorial Medals of Service to Maj. Gen. H. C. Ingles, Chief Signal Officer; Commodore E. M. Webster, Chief Communications Officer, Coast Guard, on leave as asst. chief engineer, FCC; Rear Adm. Joseph R. Redman, former Director of Naval Communications, now vice president, Western Union; Maj. Gen. H. M. McClelland, Air Communications Officer, Army Air Forces; Marconi Memorial Commemorative Medal to Sgt. Irving Strobing, Army radio operator who sent last message from Corregidor.

NBC INTERNATIONAL PLAN

WORKING in cooperation with U. S. Dept. of State and representatives of information services of various United Nations, NBC is planning a long-term project of international broadcasting and education designed to promote United Nations unity and understanding, according to plans announced by Dr. James Rowland Engell, NBC public service counselor.

Closed Circuit

(Continued from page 4)

50 stations, for whom it also is Mutual contractor.

STYMIED set and parts makers, weary from months of wrestling with OPA over prices for radio parts and receivers, see good omen in nomination of Paul Porter as OPA Administrator. They figure radio-minded leadership at OPA may bring more sympathetic approach to parts and sets stalemate, blamed on price agency's failure to allow living margin of profit on electronic items.

FCC COMMISSIONER Jett, nation's foremost allocations expert, probably will head American delegation to upcoming informal preparatory conference in Moscow in latter March or early April. Tentatively scheduled five-power session would deal with broad allocations policies in higher frequencies and also discuss reestablishment of international frequency bureau for recording of all allocations, thus preparing for international telecommunications conference likely to be held in latter '46 or '47 "near Washington". Big five, in addition to host Soviet Union, will be U. S., Britain, China, France.

PLANS TO FORM in Canada an organization of advertisers and agencies similar to the Advertising Research Foundation in the U. S. are now under discussion by the Association of Canadian Advertisers, Toronto, and a representative number of advertising agencies.

People

LT. FREDERIC W. WILE, Jr., USNR, on terminal leave, rejoins radio division of Young & Rubicam, New York.

THOMAS McCRAY, formerly eastern program manager of NBC, promoted to program manager for entire network. Post has been vacant since C. L. Menser was appointed vice president in charge of programs. Mr. McCray will be in charge of all sustaining programs.

EDWARD BRECHER, analyst in FCC Law Dept., resigns to become general manager of Metropolitan Broadcasting Corp., composed of 22 Washington businessmen seeking new station to serve capital's 250,000 Negro population.

DALE DRAKE, ex-AAF captain, returns as commercial manager of WRR, Dallas.

TOM DOLAN, promotion and publicity head, WMAL-ABC Washington, has sold a book to New York publisher. Due for publication in fall, book is collection of radio anecdotes and brief sketches of radio personalities. Tentative title, *What's This?*

MAJ. CHARLES A. BATSON, former executive officer, Radio Branch, Army Bureau of Public Relations, named NAB director of information, new position. Formerly was WFBC Greenville, S. C., program director and produced *Army Hour* programs in Africa.

MRS. HAROLD V. MILLIGAN, president of the National Council of Women of the U. S. Inc., and the Baroness Marthe Boel, Brussels, Belgium, President of the International Council of Women, jointly announced appointment of Dorothy Lewis as vice-convenor of radio for International Council of Women. Mrs. Lewis will attend Brussels conference in June. Mrs. Lewis is coordinator of listener activity for NAB.

COL. JOHN W. BURGARD, on terminal leave, rejoins Brown & Williamson Tobacco Corp., Louisville, as assistant advertising manager.

W. C. LYDDAN, discharged from the Navy and formerly in advertising department of *San Francisco Chronicle*, to Hill Adv., N. Y.

L. K. ALEXANDER appointed manager Ken-Rad Division, Electronics Dept., General Electric Co., with headquarters at Owensboro, Ky.

DEE FINCH rejoins announcing staff of WNEW New York after three years in Signal Corps.

CBS BUYS N. Y. THEATRE

CBS announced Friday that its subsidiary, The 244-53 West 52nd St. Corp. had bought New York's Alvin Theatre where music comedy hit "Billion Dollar Baby" now is playing. After purchase, CBS leased theater to Alvin Theatre Corp. until next Dec. 1 so show can continue its run.

BATTLE OF CENTURY

FORENSIC treat will be served Mutual listeners if plan goes through for debate on tidewater oil question by Harold L. Ickes, who just left Interior Dept. in a historic huff, and Edwin W. Pauley, oil man nominated as Undersecretary of Navy. Mutual has offered Ickes and Pauley its *American Forum of the Air* any Tuesday. They are considering.

In this Big Market . . . 17 out of 20 Radio Homes are WLW Listeners . . .

According to the Nielsen Radio Index for August and September, 1945, 84.9% of the radio homes in this vast four-state area listened to The Nation's Station at least once, for six minutes or longer, during four measured weeks of listening.

And, even more significant, 68.6% tuned to WLW during an average week!

Translated in terms of people, these startling figures mean that, out of 2,708,038 radio homes in 325 counties of seven midwestern states, 2,299,124 homes are reached regularly by WLW, and 1,857,714 are HABITUAL WLW listeners!

That's CIRCULATION!

But wait—that's only half the story!

How *deep* is this broad coverage . . . how much listening does it represent?

No listeners were counted who remained tuned to WLW for less than six minutes consecutively. AND THE AVERAGE AMOUNT OF LISTENING PER HOME WAS *321 MINUTES* PER WEEK!

That's PENETRATION!

If you have something to sell to the 12,296,337 people who live in WLW-land, we believe we can reach most of them for you and deliver an audience that is both BIG and LOYAL.

In view of the foregoing *facts,* you'll pardon us for using the word DOMINANT, when we talk about WLW coverage of this important midwestern market.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION